



SPONSORSHIP OPPORTUNITIES

for Infant & Young Child
Feeding in Emergencies (IYCF-E)
Training

PRESENTED BY THE SAFE TEAM

A PROJECT OF
BREASTFEEDING FAMILY
FRIENDLY COMMUNITIES

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ABOUT THE SAFE PROGRAM

The SAFE Team was born from an urgent request for volunteer infant feeding specialists just days after Helene flooded western NC. Composed of infant feeding and perinatal specialists from North Carolina and beyond, SAFE represents a unique and diverse team with backgrounds in lactation, speech-language pathology, peer support, clinical nutrition, clinical/public health research operations, perinatal mental health, and advocacy. Beyond credentials, SAFE is rooted in inclusive and culturally competent humanitarian volunteerism, authentic relationship building, and mutual aid – all aimed at alleviating suffering and risk for babies and families in disaster response. We collaborate with Carolina Global Breastfeeding Initiative (CGBI) and Johns Hopkins University who amplify our efforts by providing global insight into Infant and Young Child Feeding in Emergencies (IYCF-E), advocacy, and evidence-based practices.

The “Nourishing Resilience: Safe Infant Feeding in Crisis” training has organically evolved from efforts to share SAFE’s vision and mission.



Vision

- SAFE envisions a world where communities value safe infant feeding and care, follow best practices during disasters, and include this knowledge in emergency preparedness and response.
- As a result, unsafe formula donations will decline, breastfeeding support and rates will rise, families who need formula will have safe access and guidance on proper preparation, and disaster response will be planned and delivered through a fully family-centered lens.”



Mission

- To ensure continuity of family-centered infant and young child feeding and optimal care in emergencies by building community capacity, advancing family friendly policies, and offering responsive and culturally competent support rooted in best practices.
- Through wide-scale education, collaborative partnerships, trauma-informed care, and community mobilization, the SAFE Team works to reduce infant morbidity and mortality in both large-scale disasters and everyday disruptions.

“NOURISHING RESILIENCE” TRAINING

Preparing Communities, Perinatal Professionals, Agencies and Other Stakeholders to Protect the Most Vulnerable During Emergencies and Disasters

“Nourishing Resilience: SAFE Infant Feeding in Crisis,” is a virtual workshop series of *eleven 90-minute interactive* sessions aimed at reducing disaster-related illnesses often affecting infants, young children and breastfeeding mothers. This training will:

- safeguard access to safe feeding practices through education on risk mitigation, rapid needs assessment implementation, managing on-the-ground response and more.
- improve disaster response on a national level, offering insight into future disasters by contributing to the collective web of IYCF-E knowledge.

“

Nearly 95% of infant and child deaths in emergencies result from diarrhea due to contaminated water and an unsanitary environment.

~United States Breastfeeding Coalition (USBC)



”

AUDIENCE PROFILE

Registration data demonstrates a diverse viewer base.

As of 26 Aug 2025, registrant data indicates:

- Over 380 people currently registered for the live sessions, with thousands expected to view recordings over time.
- International representation from 22 countries (11% of registrants).
- Strong Mid-Atlantic and Southeastern states representation, with registrants from at least 36 states.
- Participants primarily affiliated with health departments, universities, healthcare systems or clinical practices, community-based and emergency response organizations.
 - Large contingent from maternal and infant health fields.

STRATEGIC PARTNER BENEFITS

Mutually beneficial partnership that advances our mission, while elevating Sponsor visibility.

- Social media visibility with dedicated posts (IG, FB, LinkedIn, etc).
- Email blast to SAFE newsletter, reaching hundreds of recipients.
- Sponsor logo on training materials and SAFE website, providing direct visibility to participants.

SPONSORSHIP OPPORTUNITY TIERS

GOLD

Sponsor all 11 sessions

Name & logo on website
homepage for 1 year

Logo linked, w/75 word
description (1)

Dedicated sponsor slide (2)

30-second "audio ad"
recorded by sponsor or read
by our host (3)

Quarterly highlight on social
media channels (4)

Session pre/post emails (5)

Email blast to newsletter (6)

Annual Virtual Sponsor
Networking with the SAFE
Team Board (7)

Private 90 minute
training/round table with the
SAFE Team board

\$10,000 +

SILVER

Sponsor all 11 sessions

Name & logo on website
training page for 1 year

Logo linked, w/ 50 word
description (1)

Shared sponsor slide (2)

15-second "audio ad"
recorded by sponsor or read
by our host (3)

Two highlights on social
media channels (4)

Session pre/post emails (5)

Email blast to newsletter (6)

Annual Virtual Sponsor
Networking with the SAFE
Team Board (7)

Private 60 minute
training/round table with the
SAFE Team board

\$5,000

SPONSORSHIP OPPORTUNITY TIERS

BRONZE

Sponsor 5 sessions

Name & logo on website
training page for 1 year

Logo linked, w/ 25 word
description (1)

Name/Logo on group
sponsor slide

15-second "audio ad"
recorded by sponsor or read
by our host (3)

One highlight on social
media channels (4)

Session pre/post emails (5)

Email blast to newsletter (6)

Annual Virtual Sponsor
Networking with the SAFE
Team Board (7)

\$2,500

COPPER

Sponsor 1 session (8)

Name & logo on website
training page for 1 year

Logo linked, w/ 25 word
description (1)

Name/Logo on group
sponsor slide

15-second "audio ad"
recorded by sponsor or read
by our host (3)

Session pre/post emails (5)

Annual Virtual Sponsor
Networking with the SAFE
Team Board (7)

\$500

ADDITIONAL TIER DETAILS

Tiers above apply specifically to sponsoring the 'Nourishing Resilience' virtual training series, plus website, newsletter, and social media exposure.

Additional sponsorship opportunities follow this section.

- ¹ Name and logo mentioned above will be linked. A description of up to 75 words for Gold, 50 for Silver, and 25 words for Bronze & Copper, (provided by sponsor, subject to approval) will be included near the linked logo on the training page.
- ² Dedicated sponsor slide will be displayed during the 30-second "audio ad." Slide content will be provided by sponsor, subject to approval.
- ³ Sponsor shall submit their "Audio ad" as either a script for the emcee/facilitator to read, or as a recording. Silver level and below shall be audio only, with the same content each session. Gold level sponsors may submit audio or video for their 30 second spot, and may submit a different ad once during the series. Content subject to approval.
- ⁴ Sponsor to provide social media post content [caption, image, and link], subject to approval.
- ⁵ Reminder email will be name/logo mention only. Follow-up email will include a 25 word description (provided by sponsor, subject to approval) with name and logo mention.
- ⁶ Email blast will be choice between a featured section in a regular newsletter, which we have found to increase open rates, or a dedicated message. In either case, sponsor provides HTML for email, subject to approval.
- ⁷ A yearly virtual mixer only for sponsor organizations and the SAFE Team Board. Schedule TBD.
- ⁸ Multiple Copper level sponsorships may be secured by the same sponsor for different sessions.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

All Sponsors will receive verbal recognition, acknowledgment in slide deck/s, website and registration mailings where applicable, as well as a 15-second “audio ad” recorded by Sponsor or read by host (submitted by sponsor, subject to approval).

Sponsor SAFE Support and Strategic Core (S3C) Meetings

S3C is a quarterly, virtual support roundtable for IYCF-E advocates and those experiencing real time disaster. *Anticipated attendance up to ~100 participants or more per meeting.*

- Sponsor a single S3C meeting - **\$300**
- Sponsor one year of S3C Meetings (4 sessions): **\$1,050**

Customized Virtual Infant and Young Child Feeding in Emergencies (IYCF-E) Training

- Support determining gaps in IYCFE knowledge
- Tailored training to best support organization’s IYCF-E activities
 - **Rate is variable.** Please reach out to SAFE Team for pricing.

SAFE TEAM HISTORY



In 2024, Breastfeeding Family Friendly Communities (BFFC) partnered with the North Carolina Breastfeeding Coalition (NCBfC) to create the Support and Advocacy for Feeding Emergencies (SAFE) Team, focused on closing critical infant feeding gaps revealed during the Hurricane Helene response. Breastfeeding Family Friendly Communities (BFFC) was founded in 2014 to create breastfeeding-supportive environments in municipalities and local regions. It has grown to support 24 communities, focusing on reducing infant and maternal mortality through education, advocacy, and technical support.

The SAFE Team was born from an urgent request for volunteer infant feeding specialists just days after Helene flooded western NC. Composed of infant feeding and perinatal specialists from North Carolina and beyond, SAFE represents a unique and diverse team with backgrounds in lactation, speech-language pathology, peer support, clinical nutrition, clinical/public health research operations, perinatal mental health, and advocacy. Beyond credentials, SAFE is rooted in inclusive and culturally competent humanitarian volunteerism, authentic relationship building, and mutual aid - all aimed at alleviating suffering and risk for babies and families in disaster response. We collaborate with Carolina Global Breastfeeding Initiative (CGBI) and Johns Hopkins University who amplify our efforts by providing global insight into Infant and Young Child Feeding in Emergencies (IYCF-E), advocacy, and evidence-based practices.

When Hurricane Helene struck Western North Carolina, we were surprised, but not unprepared. Years of implementing the Ten Steps to a Breastfeeding Family Friendly Community in Asheville had already built the foundation for a coordinated emergency response. By fostering trusted relationships with elected officials, emergency responders, the health department, parks and recreation, healthcare providers, employers, nonprofit and faith-based organizations, preschools, public schools, and universities, we had already done the systems and environmental change work to normalize breast, chest, and human milk feeding. This foundation allowed us to lead one of the first coordinated responses for infant and young child feeding in emergencies in the continental U.S. Our coalition-based model had never previously focused on providing direct services to families—we change systems so families don't have to change themselves. But when Hurricane Helene hit and there were not enough local providers available and support systems were shut down or overwhelmed, we stepped in to fill the gap.

Our coalitions are the community. We are mothers, healthcare providers, teachers, citizens. We believe we can change the world one baby at a time. When families' needs are met, healing happens. When NC WIC reported an increase in breastfeeding rates during the disaster— something they had never seen before, we weren't surprised. We knew it was the result of 350 volunteers, tireless days starting at 5 a.m. and ending after midnight, and years of groundwork. With support, we can bring this community-led model to disaster response efforts nationwide. But we cannot do it on passion alone. Infant feeding remains one of the most underfunded areas of disaster response. While healthcare and emergency systems pass the responsibility back and forth, our coalitions step in.

**Safe infant feeding needs to be a priority
after disasters. Will you help us?**

Breastfeeding Family Friendly Communities SAFE Team (Support and Advocacy for Feeding Emergencies)

DBA: SAFE TEAM

BreastfeedingCommunities.org
SafeInfantFeeding.org (in development)

(828) 809-3301 or your contact's mobile
safe@ncbfc.org



The SAFE Infant Feeding Team is committed to protecting and supporting the feeding practices of all families. Our programs and materials are guided by and in full compliance with the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly (WHA) resolutions.

IN APPRECIATION

thank you!

Our organization is deeply grateful for your time, support and consideration. We hope this can be the beginning of a mutually beneficial, long-term relationship.

