



**NPH USA**

Raising Children. Supporting Families.  
Transforming Lives.

## CORPORATE ENGAGEMENT

### YOU HAVE THE POWER TO TRANSFORM LIVES

Your company's support of Nuestros Pequeños Hermanos (NPH, Spanish for "Our Little Brothers and Sisters") will directly impact thousands of lives. By providing for our children's basic needs and educational opportunities, you will help them transcend poverty, become productive members of their communities and impact and transform their societies.

Building a reputation as a responsible corporate citizen sets your company apart and helps to retain current and attract new customers. Studies show that consumers prefer products and services offered by companies with established corporate social responsibility and charitable outreach programs.

### Enhance your brand reputation

92% of consumers have a more positive image of a company that supports a social issue.\*

### Engage your customers

87% of consumers say they would purchase a product from a company because it advocated for an issue the consumer cares about.\*

### Be a corporate leader

87% of consumers believe it is important for companies to invest in causes in the consumer's community and around the globe.\*

### New business opportunities

89% of consumers are likely to switch brands to one that is associated with a good cause, given similar price and quality.\*

\* 2017 Cone Cause Evolution Study



## HOW YOUR COMPANY CAN SUPPORT NPH USA

Your company can enrich the lives of children in the following ways:

- Give financial contributions for the general support of the children of NPH, or for a specific country or project.
- Make in-kind product donations of items the children can use (a list of recommended products is available by request).
- Engage in a cause-related marketing program to both promote your company and raise funds for NPH.
- Connect with an individual child through our corporate child sponsorship opportunities.
- Offer a matching gifts program.
- Establish a workplace giving program.
- Provide a university scholarship to an NPH youth who is earning a degree in a field related to your company's industry.
- Offer a company-sponsored vision trip for your executives to an NPH home in one of nine countries.
- Sponsor or host an NPH USA fundraising event.

## HOW NPH USA CAN SUPPORT YOUR COMPANY

**Build your corporate social responsibility reputation among customers.**

We will highlight your company on our social media platforms and in our e-newsletters.

- Facebook - 6,100+ likes
- Twitter - 800+ followers; 80,000+ impressions in 2019
- Blog - 15,000+ page views in 2019
- National Newsletter - 22,500+ contacts
- Regional Newsletters - contacts vary by region

We can also promote your company at our regional events, which reach a broad audience of consumers.

**Engage your employees in order to promote employee loyalty and moral.**

- Host a "*pequeño* presentation," where NPH children visit and present at your offices, to inform your employees of your support.
- Encourage your employees to volunteer at an NPH USA regional office.
- Plan a corporate trip to bring your employees together to visit an NPH home.

NPH USA is a registered 501(c)(3) nonprofit corporation, Federal Tax ID# 65-1229309. Donations are tax deductible to the extent provided by law. All donated funds are diligently appropriated and an audited financial statement is available upon request.

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### CONTACT US

By partnering with NPH USA, your organization will make a positive, lasting impact on your customers, employees and children in need. For more information, or to become a partner, please contact your Regional Director or e-mail [info@nphusa.org](mailto:info@nphusa.org).



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