



# Cutchins Community Sponsorship Guide

2026

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Investing in our children  
strengthens our community.

## MESSAGE FROM OUR CEO



For nearly 50 years, Cutchins has been committed to supporting our most vulnerable, local children and families, through

our specialized mental health and educational services.

Our highly intensive programs are designed to provide services to children and families that have experienced severe traumas, mental health, and educational challenges.

To bring greater awareness and opportunities for engagement this year, we are presenting an Annual Sponsorship Package and a Volunteer Program. We invite you to join us as a community partner, to help ensure that *every child has a safe place in which to live, learn, and heal.*

Through these new initiatives, we hope you will become part of a lasting impact for our children, families, and local community.

Sincerely,

A handwritten signature in cursive script that reads "Tina".

**Tina Champagne, CEO**

## INCLUDED IN THIS PACKET

<b>The Six Programs at Cutchins</b>	<b>3</b>
<b>Cutchins and Community</b>	<b>4</b>
<b>Children's Mental Health</b>	<b>5</b>
<b>10 Ways Sponsorships Benefit Your Organization</b>	<b>6</b>
<b>Dancing with the Local Stars 2026</b>	<b>7</b>
<b>Superhero Run and Fall Family Festival 2026</b>	<b>8</b>
<b>Sponsorships by Event</b>	<b>9</b>
<b>Annual Sponsorship</b>	<b>10</b>
<b>Partnering with Cutchins</b>	<b>11</b>
<b>Ways to Get Involved</b>	<b>12</b>
<b>Cutchins Connects</b>	<b>13</b>
<b>Thank You</b>	<b>14</b>
<b>Payment Customization Form</b>	<b>15</b>



# OUR PROGRAMS

Cutchins Programs offers six specialized programs that allow us to serve children, young adults, and families in Western Massachusetts and across the Commonwealth. We support individuals from toddlerhood through age 22, providing care that ranges from outpatient therapy and wraparound community services to residential treatment, intensive clinical care, and a therapeutic school. Across all programs, family involvement, community support, and whole-person healing are at the heart of our work.



**Northampton Center  
for Children & Families**  
*therapeutic group care &  
respite care*



**New Directions School**  
*a therapeutic  
educational program*



**Three Rivers**  
*a clinically intensive  
residential treatment  
program*



**The Children's  
Clinic**  
*outpatient therapy*



**Flexible Support  
Services**  
*wraparound  
community care*



**Training and  
Consultation**

# WHY CUTCHINS?

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## Mission

To help children and families transform significant emotional distress into increased resilience, hope, and quality of life. To support the healing and learning process with innovation and integrity, and to serve as a model for best and promising practices.



## Partner with Us

Partnering with Cutchins Programs for Children and Families means more than sponsoring events and annual giving. It means creating meaningful change in our community. It means supporting children and families as they heal, grow, and rebuild. With this annual sponsorship guide, we are inviting you to join us in:

- Providing year-round stability for our programs
- Expanding our care to more children and families
- Meeting the urgent needs of Western Massachusetts's most vulnerable children
- Investing in long-term healing, thus strengthening the future of our community

# INVESTING IN CHILDREN'S MENTAL HEALTH

BECAUSE MENTAL HEALTH IS FOUNDATIONAL, NOT OPTIONAL



## THE NEED IN MASSACHUSETTS AND WESTERN MASS

- Nearly 1 in 5 children in the U.S. has a diagnosable mental, emotional, or behavioral health condition
- In Massachusetts, approximately 36% of children ages 0-17 have experienced trauma, abuse, or significant stress in the past year.
- Massachusetts has seen rising rates of pediatric anxiety and depression over the past decade, alongside shortages of timely, trauma-responsive care for children and adolescents

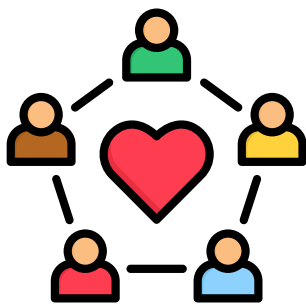


## WHY CHILDHOOD TRAUMA-INFORMED CARE MATTERS

Trauma affects brain development, emotional regulation, learning, and physical health. Without early intervention, childhood trauma can lead to long-term mental health challenges, school disruption, substance use, and chronic health conditions.

Research shows that early, trauma-informed treatment:

- Improves emotional regulation and coping skills
- Strengthens family systems
- Reduces future crisis-level interventions
- Improves long-term educational and life outcomes



## CURRENT PHILANTHROPIC AWARENESS & PRIORITIES

**Philanthropic support is essential because public funding and insurance reimbursement do not cover the full cost of integrative, holistic, specialized services, making donations crucial for our work.**

Donor investment is vital to uphold the highest quality of care for some of the most vulnerable children in Massachusetts.

**Supporting children, our future, and their mental health directly impacts the well-being of our entire community.**

# 10 Ways Sponsorships Benefit Your Organization

## Meaningful Community Impact

Your sponsorship directly impacts trauma-informed mental healthcare for children and families in Western Massachusetts.

## Social Impact

Supporting Cutchins demonstrates a commitment to children, families, health, prevention, and community well-being.

## High Impact Investment for an Urgent Need

Children's mental health is one of the most pressing and underfunded community needs.

## Year-Round Visibility

An annual sponsorship provides consistent recognition tied to meaningful outcomes.

## Employee Engagement Opportunities

Sponsorship can include volunteer experiences, event attendance, and team participation that build pride and connection among employees.

## Community Trust and Credibility

Partnering with Cutchins aligns your organization with a trusted nonprofit that has served Western MA for almost 50 years.

## Tangible Local Impact

Your sponsorship directly supports children and families in Western MA and impacts the future of our community by treating trauma in childhood.

## Prevention and Community Resilience

Early trauma-informed interventions strengthen communities by preventing future crises and reducing long-term costs across healthcare, education, and community systems.

## Positive Brand Association

By sponsoring Cutchins, you are sending a message that you prioritize children, healing, resilience, community and care.

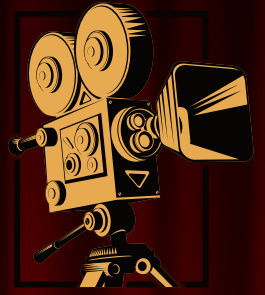
## Flexible Partnership

Our sponsorship options are relationship-driven and can be tailored to meet your organization's goals and interests.





# DANCING *with the* *local* STARS



*Old*

## HOLLYWOOD

*Glam*

**April 17**

*6 - 10 pm*

**Hotel Northampton**

*Performance Auction Dinner*

For details on the Dancing with the Local Stars 2026 Sponsorship options and event, please use this QR code or go to:  
[cutchins.org/get-involved/sponsorships](https://cutchins.org/get-involved/sponsorships)



# SUPERHERO RUN 2026

10K Run & 5K Walk/Run  
& Children's Fun Run!

*& Fall Family Festival*

For details on the  
Superhero Run and Fall  
Family Festival 2026  
sponsorship options and  
event, please use this QR  
code or go to:

[cutchins.org/get-  
involved/sponsorships](https://cutchins.org/get-involved/sponsorships)



*Join Us!*  
*October 4, 2026*

- ★ Food trucks
- ★ Games
- ★ Balloon artist
- ★ Crafts
- ★ Face painting
- ★ Raffle



# CUTCHINS EVENT SPONSORSHIPS

## EVENT 1: Dancing with the Local Stars

Benefit	Platinum	Gold	Silver	Bronze	Contributor	Benefactor
Sponsorship Amount	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000	Up to \$500
Program Brochure Ad	Full Page (Premier)	Full Page	Half Page	Quarter Page	Quarter Page (Logo)	Name Listed
Logo on Event Materials	✓	✓	✓	✓	✓	—
Logo on Website & Event Pages	✓	✓	✓	✓	✓	—
Social Media Recognition	Extensive	High	Medium	Standard	Standard	Mention
Verbal Recognition at Event	✓	✓	✓	✓	✓	—
Company Promotion at Event	✓	✓	✓	✓	—	—
Sponsor Table / Reserved Seating	Table for 10	Table for 7	Table for 5	Table for 3	Table for 2	—
Event Entry Included	✓	✓	✓	✓	✓	—
Sit-Down Dinner Included	✓	✓	✓	✓	✓	—
Recognition as Event Supporter	✓	✓	✓	✓	✓	✓

## EVENT 2: Superhero Run & Family Fall Festival

Benefit	Platinum	Gold	Silver	Bronze	Contributor	Benefactor
Sponsorship Amount	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000	Up to \$500
Name/Logo on Event Banner	✓	✓	✓	✓	✓	—
Logo on Posters, Shirts & Collateral	✓	✓	✓	✓	✓	—
Social Media Campaign Recognition	Extensive	High	Medium	Standard	Standard	Mention
Day-of Event Recognition	✓	✓	✓	✓	✓	✓
Sponsor Table at Festival	✓	✓	✓	✓	Optional	—
Festival Activity Branding	✓	✓	✓	—	—	—
Swag Bag Inclusion	✓	✓	✓	✓	✓	—
Complimentary Event Tickets	20	15	10	5	3	—
Recognition as Community Supporter	✓	✓	✓	✓	✓	✓

# FIVE ANNUAL SPONSORSHIP LEVELS

FOR THOSE WHO WOULD LIKE TO MAKE AN ANNUAL DONATION, WE HAVE THE FOLLOWING OPTIONS:

**\$10,000+**

## TRANSFORMATIONAL PARTNER

- Premier recognition on all Cutchins Events
- Logo on the Cutchins website all year long
- Listed as a sponsor on newsletters
- Recognition on all event programs and collateral
- Mentions and recognition at events by the emcee.
- Logo on event tickets

**\$7500**

## COMMUNITY CARE PARTNER

- Premier recognition on all Cutchins Events
- Logo on the Cutchins website all year long
- Listed as a sponsor on newsletters
- Recognition on all event programs and collateral
- Mentions and recognition at all events by the emcee.

**\$5000**

## FAMILY SUPPORT PARTNER

- Recognition at Cutchins Events
- Logo on the Cutchins website all year long
- Listed as a sponsor on newsletters
- Recognition on event programs and collateral
- Mentions and recognition at events by the emcee.

**\$2500**

## PARTNER IN CARE

- Recognition on all Cutchins Events
- Logo on the Cutchins website all year long
- Listed as a sponsor on newsletters
- Recognition on event programs and collateral

**\$1000**

## FRIEND OF CUTCHINS

- Recognition on Cutchins Events
- Logo on website all year long

# PARTNERING WITH CUTCHINS

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## We Are In This Together

- Year-round brand visibility
- Alignment with a trusted mental health leader
- Employee engagement opportunities
- Strengthened community reputation and corporate social responsibility
- Positive public relations and storytelling opportunities

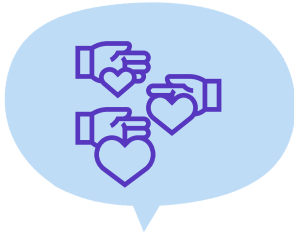


## Your Investment on Our Community

By investing in our work now to individually treat children and teens with trauma with whole-body and integrative care support, you are helping us change the future of our community of Western Massachusetts.

# OTHER WAYS TO GET INVOLVED

## Help Children and Families Thrive



### Volunteer

Join Cutchins Cares, a hands-on committee making a difference where it matters most!



### Come to Our Events!

Join us for our events like Dancing with the Local Stars, our spring symposium, and The Superhero Run & Family Festival



### Follow Us on Social Media!

@cutchinsprograms on Facebook and Instagram. Share our posts too!



### Tell Your Friends About Us!

Help us raise awareness and break the stigma!



### Host a Fundraiser

Create real impact for children and their families. Don't forget Facebook birthday fundraisers or a lemonade stand with a cause!



### Other Ideas:

- Donate to our auction...
- Donate a percentage of sales...
- Offer a round-up event for us...

**Have any other ideas or want to get involved?**  
**Contact Gina Krosoczka at**  
**gkrosoczka@cutchins.org**  
**or text at 413-399-7478**



# CUTCHINS CONNECTS

STAY UP-TO-DATE  
ABOUT OUR WORK  
AND BE PART OF  
THE CHANGE.

Volunteer with Us!

## ***Volunteer. Connect. Make a Difference.***

Cutchins Connects is a volunteer program for community members who want to support children's mental health, spread awareness, and help break the stigma.

### **WHAT YOU'LL DO:**

- Support fundraising initiatives and campaigns
- Help build community partnerships and connections
- Assist with events and outreach
- Share ideas, skills, and networks that strengthen our work and mission
- Be an ambassador for children's mental health in our community
- Hands-on opportunities to take part in volunteer days that support our buildings, grounds, and facilities

# Help Us Grow



THE CHILDREN'S CLINIC  
IS EXPANDING






Support our **HUG**  
campaign!



**Support us in serving more clients with innovative trauma treatment services to address the crisis in youth mental health affecting vulnerable populations and area families.**

Donating to our **HUG Campaign** is another way of supporting and partnering with Cutchins. We look to community members like you to help us **create a stronger and more resilient future by treating trauma in childhood.**

## We Are Adding:

-  An additional floor of therapy rooms
-  Neuropsychological assessments
-  Occupational therapy
-  Neurofeedback
-  Groups, and more!

Help Us Grow



**Donate Today!**

[cutchins.org/help-us-grow](https://cutchins.org/help-us-grow)



# Thank You!

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We believe strong partnerships work best when they are flexible and collaborative. We are happy to customize payment options in a way that feels comfortable and manageable for you.

- Make a one-time gift
- Fulfill your sponsorship pledge
- Installments or customized payment plans

We are grateful for your partnership and look forward to making a meaningful difference together in our community.

With sincere gratitude,

**Gina Krosoczka, Director of Development**



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**413-399-7478**



Email Address  
**gkrosoczka@cutchins.org**



Social Media  
**@cutchinsprograms**



Website  
**cutchins.org**

**“Through the years, I have been supported as I work to better understand how to navigate and support my child. Together we are able to identify and understand emotional dysregulation, develop skills needed for greater self-regulation, and work towards an emotionally healthier young adult”**

*—Cutchins Caregiver*

**Thankfully we found angels on earth at Cutchins' Three Rivers program from the moment we arrived. In addition to weekly family therapy sessions, we were always welcomed by the milieu staff, spent time learning from them about how to help our son, by observation and conversation. Three Rivers is unique in its combination of the individual commitment of the staff, the integrated treatment approach, and the human connections formed. We say that Three Rivers gave us our foundation back!**

*—Three Rivers Caregiver*

**“The Children’s Clinic is a gift and a blessing to this community. We are so lucky to have been able to be a part of this center. It has changed everything for my kid”**

*—Cutchins Caregiver*

