



Direct Action

AN AMERICAN
PSYCHOLOGICAL
FOUNDATION
INITIATIVE

Corporate Alliance

Corporations and other for-profit entities have long been a critical pillar of philanthropy. Whether through their own foundations, individual philanthropic efforts of leadership, or funding of other organizations, the philanthropic world cannot exist without this support.

The American Psychological Foundation's Direct Action Corporate Alliance is a strategic network of values-aligned for-profit organizations looking to support **innovative, evidence-based** work rooted in **psychological knowledge**.

Why APF?

The American Psychological Foundation is uniquely positioned to amplify philanthropic impact in areas related to mental health and psychology. Through our vast network of funded researchers, access to innovative interventions through our Direct Action Programs, and our solid foundation in evidence-based, data driven science, APF can identify where and when support is needed **for the communities that you serve**.

Why Now?

Need is at an all time high, especially for communities which have historically been under-resourced and face ongoing discrimination. **Direct Action gets care to communities - now.**

With your support, we can address these gaps, achieve our goals, and respond to the ongoing national and international mental health crisis in real time. We hope you'll join us on the ground floor of this new collective - together, **psychology can move people, and people can move the world.**



Care in action moves the world forward. **Join Us.**





Corporate Alliance

Tier I - \$25,000

- Recognition in APF communications and website
- One event sponsorship
- Invite to executive briefings and roundtables
- Personalized impact reporting

Tier II - \$50,000

- Recognition in APF communications and website
- Priority signage and exhibit visibility at events
- Sponsorship of APF Fireside Chat webinar series
- Discounted Access to development of custom tools e.g. Group Peer Support
- Inclusion in one issue of APF's monthly digital newsletter, Foundation Insider
- Invite to executive briefings and roundtables
- Personalized impact reporting

Tier III - \$100,000

- Recognition in APF communications and website
- Invitations to all APF events
- Priority signage and exhibit visibility at events
- Sponsorship of APF Fireside Chat webinar series
- Discounted Access to development of custom tools e.g. Group Peer Support
- Inclusion in one issue of APF's monthly digital newsletter, Foundation Insider
- Invite to executive briefings and roundtables
- Personalized impact reporting

Tier IV - \$150,000

- Keynote speaking opportunity at Impact Reception or major APF convening
- Invitations to APF events and introduction to other APF partners
- Exclusive sponsorship rights to APF Activate
- Naming opportunity (e.g., Direct Action Visionary Grant)
- Discounted Access to development of custom tools e.g. Group Peer Support
- Premier logo placement across APF platforms
- Co-branded press releases and 1 partner message distributed to APF audience
- Exclusive executive briefings and roundtables
- Access to APF Leadership for one private meeting
- Personalized impact reporting