

PASE's efforts with Special Educators touch the lives of your customers and employees:

- One in seven New Hampshire children have a disability or special needs -- almost everyone's life is touched by disability issues every day
- PASE is the only private New Hampshire organization that purchases classroom materials for children with disabilities and special needs.
- PASE is an active local sponsor of training and workshops for educational rehabilitation for children with disabilities and special needs.
- PASE is a strong local advocate of early intervention and rehabilitation services for children with disabilities and special needs.

PASE is a cause that appeals to your employees and customers:

- PASE is a growing organization with a strong reputation among educators and parents of special-needs children.
- PASE's mission to help children with disabilities makes us one of the most preferred charitable causes locally.
 - According to the Domain Group 1997 research survey, the largest percentage (64%) of individuals under the age of 50 support organizations which help the handicapped or disabled.
- PASE turns your donations to benefit the children
 - 90 percent of program dollars provide services directly to educators and children.



"I am so impressed by the entire PASE organization's generosity and collegiality" - Kathryn Skogund, Amherst School District

PASE will help you reach your employees and targeted customers on a local level:

- PASE's Website reaches thousands of visitors annually and can directly link to our partners' Websites.
- PASE's partners are recognized in a comprehensive media package that includes both print and radio.
- PASE delivers strong local community recognition of its partners
- PASE will work with you to design a unique partnership that benefits your business, while helping people with disabilities

Is PASE the right investment for your company?

1. Contact PASE, at info@pasenh.org, to open a dialogue and schedule a discovery meeting.
2. Participate in a short discovery meeting at your site, or a site of your choosing, to discuss strategic goals and objectives of your company and desired outcomes of a partnership with PASE.
3. Dean and volunteers from PASE will design a unique partnership that is right for you! If you feel the concepts we craft will work well for your business, and then further explore a partnership.



Parents Assisting Special Educators

P.O. Box #3841

Nashua, NH 03061

www.pasenh.org



Parents Assisting Special Educators



*A Non-Profit Organization for
NH Special-Needs Children*

Fifteen percent of NH's school-aged children are in Special Ed.

One in every seven children in New Hampshire benefits from Special Education. PASE, Parents Assisting Special Educators is at work in communities all across New Hampshire providing materials, equipment and training aimed at improving the quality of learning and life for special-needs children. Through our dedicated volunteers, we work closely with educators and paraprofessionals in making a real difference in the lives of New Hampshire's young people.

PASE offers corporations a variety of local sponsorship opportunities. If you or your company is interested in becoming a corporate partner, please contact us at info@pasenh.org.

We truly appreciate the support from our corporate partners that work hand in hand with us to raise the much-needed funds to help New Hampshire's special-needs children.

Creating Solutions for the Business Community

Is your business seeking a way to:

- Create a positive image with your customers and employees?
- Give back to the community in which you do business?
- Increase the retention of loyal employees?

Consider embracing the elements of partnering with a well-respected, local non-profit 501(c)(3) organization through strategies such as:

- Product donation
- Event sponsorships
- Cause-related marketing opportunities
- Matching funds
- Corporate underwriting opportunities
- Employee volunteer programs
- In-kind donations

Why Companies Partner with PASE

Companies looking for positive ways to partner with a non-profit, may consider the following:



"PASE is truly making a difference for Nashua special students!" - Sarah Boudreau, Broad St. School

PASE Makes a Difference

Enhance special educators' ability to educate and help children with disabilities and special needs to gain greater independence.

Primary services:

- Help creating optimal learning environment in the classroom
- High school and college internship programs
- Sponsor workshops and training sessions
- Volunteer program coordination
- Purchase classroom materials

PASE is Local

- Opportunities to make a local impact and strengthen ties with your employees.
- PASE is active in our community, helping your employee's children.
- Collaborative opportunities to target:
 - Caregivers
 - Interns
 - Event participants

Marketing Rights and Benefits

- Corporate identification on special event related materials.
- Right to use PASE's name and logo for related advertising, public relations and promotional activities.
- Public/media relations' support.
- PASE Web Site: visibility and hot links to/from appropriate pages.
- Recognition and hospitality at PASE local events.
- Special recognition in local newspapers.
- Opportunity to collaborate with other PASE corporate partners.
- Tap the market of parents and their children with disabilities and special needs.

Value of Corporate and Brand Cause Marketing

- According to a Cone/Roper 1999 Survey:
 - 83 percent of consumers say they have a more positive image of a company that supports a cause they care about.
 - 61 percent of consumers believe cause-related marketing should be a standard business practice.
 - 65 percent of Americans continue to say that if price and quality are equal, they are likely to switch to a brand or retailer associated with a good cause.
 - 90 percent of employees of companies involved with a cause feel proud of their company's values, versus 56% of employees at companies without cause programs.

Changing the Lives of Special-Needs Children: Why Choose PASE?

When considering what cause upon which your company should focus, consider the interests and concerns of your employees and customers. Is PASE the right choice for your business?

PASE is a New Hampshire 501(c)(3) non-profit, community-based education facilitator dedicated to improving the learning environment and increasing the independence of New Hampshire children with special needs for the past 9 years. Hundreds of special-needs children in Southern New Hampshire are served annually by Special Educators who receive assistance from PASE.