

# FASHION UMBRELLA FOUNDATION

MEDIA KIT

"TURNING WALLS INTO DOORS"

# ABOUT US

Sharan Nixon (Founder/Chief Volunteer), a mother of three (3) males, realized while raising her sons she needed to develop a gateway to assist youth with life goals.

The Fashion Umbrella Foundation, is a volunteer driven youth focused organization who's mission is to engage individuals who wish to create, develop, and exhibit self-expression through fashion, the arts, and business.

Established in 2013, the Fashion Umbrella Foundation has over 15 years of collective experience with community engagement, self-development, fundraising initiatives, small business support and coaching.

The Fashion Umbrella Foundation is instrumental in bringing Nixon's vision to life through its programs, workshops, and courses. Programs include youth development components like the Educational Honors and the Youth Open Mic Series.

The Foundation achieves its mission through partnerships that allow the organization to execute focused education through its online learning portal Fashion Umbrella University; provide freshman and sophomore college students educational support through a scholarship award; facilitate professional networking opportunities; establish talent-workforce development guidance.





## OUR MEMBERS

Members of the Fashion Umbrella Foundation are supporters and champions for change within the organization.



**"GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY'RE DONE BY A TEAM OF PEOPLE."**

**Steve Jobs**





## OUR PROGRAMS

With every organization initiatives are developed and implemented to create a different life-outlook for its program audience. The Fashion Umbrella Foundation's programs meet the needs of uplifting self-esteem, ob readiness training, and offer learning resources..

**Educational Honors** (Recognition)

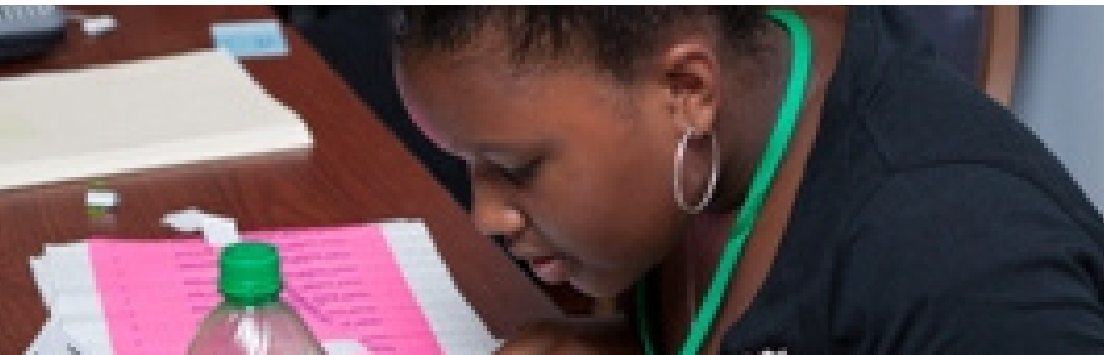
**Fashion Umbrella Foundation Scholarship Award** (Support)

**Fashion Umbrella University** (Learning)

**Impact Award** (Community)

**Job Readiness Workshop** (Workforce Development)

**Youth Open Mic Series** (Art)



# FUNDRAISERS

The Fashion Umbrella Foundation relies on its fundraisers, donors, and sponsors and annual fundraisers to assist in meeting financial goals set for the foundation.

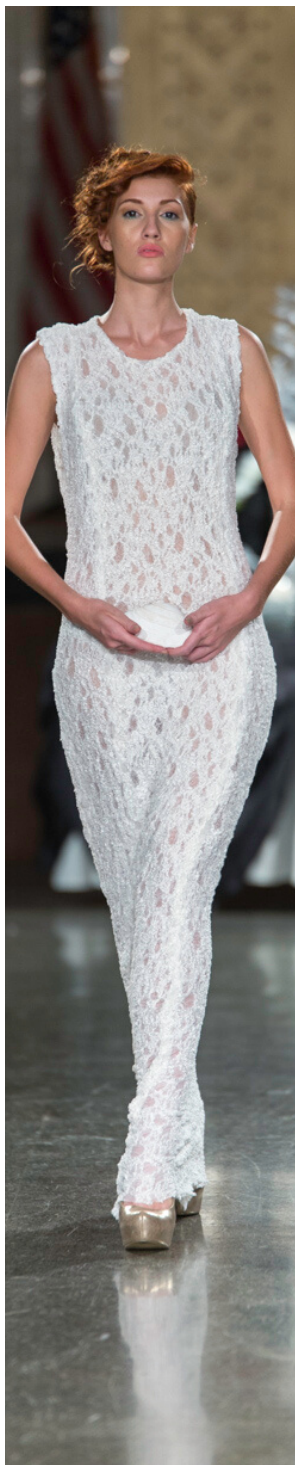


**GALA & IMPACT AWARDS - MARCH**

**BALTIMORE FASHION WEEK - AUGUST**

**DESIGNER DEBUT - SEPTEMBER**





# SUPPORT

## DONOR & SPONSOR SUPPORT

Fundraising events assist the organization with reaching its targeted goals, and offer creative marketing real estate for brands, products, and services.

## MARKETING OPPORTUNITIES

The development team works hard to create and implement strategic and comprehensive benefits for donors and sponsors of the foundation. Sponsor benefits include, but are not limited to:

- Event naming rights.
- Audience introduction to brands, products, or services.
- Signage at program sites, workshops, and events.
- Recognition on the organization's website.
- Inclusion in press releases and event booklets.
- Press availability for interviews.

## MARKETING LEVELS

- Donor/Sponsor opportunities are available for programs and fundraisers.
- "Budget Specific" levels are available, and are the most requested.
- Website marketing.
- Event booklet ad placement.

## SOUVENIR BOOKLET

- Full page ad placement that start at \$100.
- The event booklet is printed and copies are available to every guest.

**WE CAN'T DO THIS WITHOUT YOU &  
WE INVITE YOUR SUPPORT!**

## CONTACT US

Email: [info@fashionumbrella.org](mailto:info@fashionumbrella.org)  
[www.fashionumbrella.org](http://www.fashionumbrella.org)



**DESIGNER DEBUT**



**BALTIMORE FASHION WEEK**



**EDUCATIONAL HONORS AWARDS CEREMONY**



**C O N T A C T  
I N F O R M A T I O N**

**FASHION UMBRELLA FOUNDATION**

**BALTIMORE, MARYLAND 21202**

**INFO@FASHIONUMBRELLA.ORG**

**443.376.8600**

**WWW.FASHIONUMBRELLA.ORG**

**TURNING WALLS INTO DOORS**