The MACPA Foundation works to build a strong and diverse talent pipeline with resources for future CPAs and educators, supporting diversity, equity and inclusion initiatives, providing training, granting scholarships and facilitating mentorship connections in order to increase growth and engagement. Your support helps the profession succeed.

**Strategy:**
- **GROW** our contributions to advance the mission to create a strong and diverse CPA profession.
- **ENGAGE** our donors and the CPA community by sharing our story (and donor stories).
- **DELIVER** an exceptional donor experience.
- **NURTURE & DIVERSIFY** our partnerships.

**Prospects:**
- **CORPORATE SPONSORS**
- **INDIVIDUALS**
- **PARTNERSHIPS**
Corporate Levels

**Ally — $25,000 and Up**
Recommended for organizations with more than 250 staff
- Firm-named scholarship for a student at Maryland college/university of your choice
- Sponsorship of four programs or initiatives and mention/logo on event webpage, when applicable
- Considered as a go-to contact for participation in MACPA Foundation programs
- Featured recognition on MACPA Foundation materials and presentations
- Recognition at select MACPA Foundation and/or Annual events
- Inclusion in the MACPA Annual Foundation Report
- Mention and logo in one edition of MACPA's Statement magazine
- Mention and logo in ALL editions of Student Connections newsletter
- Featured recognition & logo on MACPA Foundation webpage and student webpage

**Champion — $15,000**
Recommended for organizations with 100-250 staff
- Sponsorship of two programs or initiatives and mention/logo on event webpage, when applicable
- Considered as a go-to contact for participation in MACPA Foundation programs
- Recognition at select MACPA Foundation and/or annual events
- Inclusion in the MACPA Foundation Annual Report
- Mention and logo in one edition of MACPA's Statement magazine
- Mention and logo in two editions of Student Connections newsletter
- Recognition & logo on MACPA Foundation webpage and student webpage

**Advocate — $5,000**
Recommended for organizations with 50-100 staff
- Recognition at select MACPA Foundation and/or annual events
- Inclusion in the MACPA Foundation Annual Report
- Mention and logo in one edition of MACPA's Statement magazine
- Mention and logo in one edition of Student Connections newsletter
- Recognition and logo on MACPA Foundation webpage and student webpage

**Partner — Up to $2,500**
Recommended for organizations with less than 50 staff
- Inclusion in the MACPA Foundation Annual Report
- Mention and logo in one edition of MACPA's Statement magazine
- Mention and logo in one edition of Student Connections newsletter
- Recognition and logo on the MACPA Foundation webpage

*Custom packages may be available for donors above $5000. Please contact Rebekah Brown at rebekah@macpa.org for more information.
Individual Donors

**Major Donors — $1,000 and over**
- Headshot & short bio on the MACPA Foundation webpage

**Leaders — $100-$999**
- Name highlighted on the MACPA Foundation webpage

**Ambassadors – Up to $99**
- Link to a PDF with their name listed on the MACPA Foundation webpage

Partnerships

Mutual collaboration with organizations to help fuel the Education Foundation’s mission.

**Current Partnerships**
- Junior Achievement
- Maryland Dept. of Education
- National Association of Black Accountants
- Beta Alpha Psi
- AICPA

Memorial & Tribute Gifts

Gifts honoring or celebrating someone’s life and helping to move the mission forward. Whether your gift is made in remembrance of someone special or to celebrate a significant milestone of a colleague or mentor (promotion, retirement, etc), these gifts hold a lasting significance for the donor and the honoree or his/her family.

- Memorial or Tribute gift comment(s) and honorary’s name listed on the MACPA Foundation webpage

“Leave a Legacy” Giving

Planned giving options could include: Endowments, Qualified Charitable Distributions, Bequest, Residuary, Annuities, Trusts, IRA Required Minimum Distributions, etc.

- Picture and testimony listed on the MACPA Foundation webpage (with their permission)
- Article in Statement magazine highlighting donor(s) story (with their permission)
Current MACPA Foundation Programs & Initiatives

*Sponsorship opportunities highlighted below.

**Diversity & Inclusion**
- Diversity & Inclusion Learning Event*
- Candid Conversations*
- NABA Collaboration and Support
- Women to Watch Award Event*

**School-Aged Students & Educators**
- Primary and Secondary Education Career Days
- JA Partnership for career days, BizTown and Finance Park
- Classroom Presentations & Materials

**Supporting Young Professionals and Aspiring CPAs**
- Guide to Becoming a CPA*
- CPA Exam Study Groups*
- CPA Exam Scholarship*
- MACPA Mentor Program
- MACPA Champion Program
- Leadership Academy
- CPA Candidate and Young CPA Town Halls and Special Events*
- New CPA Swearing In Ceremony*

**Education and Support for college students and Educators**
- Undergraduate scholarships
- AICPA Accounting Doctoral Scholars Program
- Outstanding Senior Awards*
- Student Leadership Academy*
- Student Learning & Networking Events*
- Future CPA Employer Guide*
- Discounted event registration for students
- Complimentary Student Membership
- Accounting Educators Conference and special events*
- Discounted MACPA membership for faculty
- Roundtable Discussions on the Changing CPA Exam & Changing Curriculums