



4TH ANNUAL COMMUNITY FOR ACTION
FROM SOLES TO STORIES:
STEPPING INTO A CHILD'S FUTURE

Dayla



SATURDAY, DECEMBER 5, 2026 || BALTIMORE, MD

THE PEACES COLLECTIVE

The PEACES Collective is a 501(c)(3) nonprofit organization committed to fostering positive social change through education, collective economics, and community engagement. Our mission is rooted in celebrating heritage, empowering families, and supporting local makers and small businesses, because we believe thriving communities are built when creativity, literacy, and opportunity intersect. Through year-round programs that connect, uplift, and educate, The PEACES Collective is a catalyst for culturally relevant learning and community-driven impact.

SPREAD THE WORD

SpREAD the Word is a dynamic literacy initiative that promotes reading, learning, and positive social development through culturally relevant programming for children and their caregivers.

Why it matters:

According to the National Assessment of Educational Progress (NAEP), only 33% of 4th-grade public school students, and just 16% of Black students, read at or above a proficient level. Research shows that the presence of books in the home significantly boosts children's reading skills, but access remains unequal.

Our solution?

Each participating family receives a home library of 10 age-appropriate, culturally relevant books tailored for children ages 3–6, along with engaging, family-focused activities that support a lifelong love of reading.



SPREAD THE WORD INCLUDES:



Literacy Workshops & Forums
– Supporting parents and caregivers in building strong reading habits at home.



Reading Festivals – Fun, hands-on events with book giveaways, storytelling, and interactive literacy games.



Mini Libraries in the Community
– Pop-up libraries in salons, barbershops, and local businesses to spark everyday reading.

THE 4TH ANNUAL COMMUNITY FOR ACTION

The Community For Action Dayla is a celebration of literacy and community, raising funds to help build home libraries and create brighter futures for children and families through the SpREAD the Word initiative.

This year, the heels are off, and the sneakers are on as we introduce Sneaker Ball: From Soles to Stories: Stepping Into a Child's Future, an elevated Dayla experience featuring live entertainment, immersive activations, a vibrant silent auction, meaningful networking, and unforgettable moments, all in support of our goal to build 500 home libraries for children and families across Maryland.

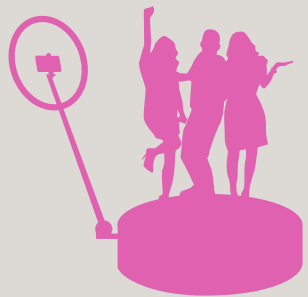
Guests will enjoy:



Curated Culinary Experience



Live Entertainment



Immersive Activations



Silent Auction for a Cause



Your support at this event will directly fund the creation of home libraries for 500 families served by Head Start and Family Child Care Centers across Maryland, helping young readers grow up with access to stories that reflect their lives, cultures, and dreams.



BECOME A SPONSOR...EMPOWER A READER



AMPLIFY YOUR BRAND WITH PURPOSE

Gain visibility across our event promotions, digital platforms, and community programming, aligning your brand with literacy, equity, and social impact.



MAKE A DIRECT, MEASURABLE IMPACT

Your sponsorship helps provide home libraries for 500 families, equipping children with the tools they need to grow, learn, and thrive. We'll share impact reports, family stories, and real-time results.



BUILD TRUST THROUGH COMMUNITY ENGAGEMENT

Connect with a diverse, values-driven audience through on-site recognition, media features, and year-round opportunities to be part of our literacy and community-building events.



BE RECOGNIZED AS A LITERACY CHAMPION

Receive personalized acknowledgments at the event, including stage mentions, logo placement, and exclusive sponsor features in our newsletter, social media, and post-event materials.



THE PEACES COLLECTIVE ASSETS

ON-SITE OPPORTUNITIES

- Activation Space and activities
- Sampling and product distribution
- Interactive installations
- Experiential pop-ups
- VIP lounge branding
- Branded giveaways

MARKETING & PROMOTION ASSETS

- Website sponsor listings
- Event landing pages
- Social media features
- Sponsored posts and reels
- Email newsletter placement
- Digital ads and banners- sponsor banners
- Event signage

PUBLIC RELATIONS

- Press releases and media advisories
- Event media outreach
- Sponsor inclusion in media pitches
- Photo and video documentation
- Post-event impact reports



OUR COMMUNITY || OUR EVENT

THE PEACES COLLECTIVE ORGANIZATIONAL DEMOGRAPHICS

FAMILIES SERVED: 800+ ANNUALLY

CHILDREN REACHED: PRIMARILY AGES 3-6

GEOGRAPHIC REACH

- BALTIMORE CITY & COUNTY
- PG COUNTY
- HOWARD COUNTY

COMMUNITIES SERVED

- 65% BLACK/AFRICAN AMERICAN
- 20% LATINO/A
- 10% MULTIRACIAL/OTHER
- 5% AAPI

PARENT/CAREGIVER SNAPSHOT

- 80% WOMEN-IDENTIFYING
- 60% SINGLE-PARENT HOUSEHOLDS
- MAJORITY OF LOW-TO-MODERATE INCOME HOUSEHOLDS

The majority of families we serve are low-to-moderate income range, with household incomes between \$20,000–\$55,000 annually, and many face systemic barriers to accessing books and culturally relevant literacy resources

COMMUNITY FOR ACTION RECEPTION EVENT DEMOGRAPHICS

EXPECTED ATTENDANCE: 150+

AGE RANGE: 35-65

GEOGRAPHIC REACH

- BALTIMORE CITY & COUNTY
- PG COUNTY
- HOWARD COUNTY
- WASHINGTON, DC

PROFESSIONAL SECTORS

- EDUCATION & YOUTH DEVELOPMENT
- NONPROFIT & PUBLIC SERVICE
- PHILANTHROPY & CRS
- LOCAL MAKERS & ENTREPRENEURS

CULTURAL

- 65% BLACK/AFRICAN AMERICAN
- 20% LATINO/A
- 10% MULTIRACIAL/OTHER
- 5% AAPI

Attendees are values-driven professionals with an average household income of \$75,000–\$95,000, making them highly engaged, mission-aligned, and capable of supporting the cause through ongoing advocacy.



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SATURDAY, DECEMBER 5, 2026 THE LOFT, BALTIMORE, MD

As the cornerstone of The PEACES Collective's annual fundraising efforts, this signature event supports SpREAD the Word, our flagship literacy initiative dedicated to building home libraries and inspiring a lifelong love of reading. This year, we're working to provide 500 home libraries for children and families connected to Head Start and Family Child Care Centers across Maryland.

More than a fundraiser, this is where community comes together to celebrate literacy and create lasting impact. Guests will enjoy an elevated Sneaker Ball experience featuring live entertainment, a curated culinary experience, immersive activations, a vibrant silent auction, meaningful networking, and unforgettable moments, all while helping write the next chapter for children and families across Maryland.



LET'S TURN THE PAGE TOGETHER

Thank you for considering a partnership with The PEACES Collective. We look forward to working with you and your team for the 2026 Community For Action event and beyond.

For any questions or more information, contact us!



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