

The Purple Diamond Awards



Empowering Communities Through Purpose-Driven Action

This is your seat at the table.

One evening. One room. One chance to align your brand with the most incredible community impact story in the region. When your company partners, you are not making a donation. You are making a statement about what your brand stands for.

WHO'S IN THE ROOM

- Philanthropic leaders & major donors
- Corporate CSR & DEI decision-makers
- Government officials & community advocates
- Nonprofit executives & board members
- Media professionals & community influencers





How Your Sponsorship Creates Impact

Sponsorship with the Black Fairy Godmother Foundation is a strategic philanthropic investment in measurable, community-centered impact.

Each sponsorship directly supports the Foundation's programs and outreach initiatives, expanding access to essential resources for individuals and families facing crisis and instability. In recognition of their partnership, sponsors receive meaningful brand visibility across Foundation platforms and initiatives. More importantly, each contribution serves as a catalyst for sustained, mission-driven work that strengthens communities and delivers tangible, life-changing support where it is needed most.

Your sponsorship places your brand in front of a values-aligned audience while strengthening visibility and community presence.

Each sponsorship directly supports initiatives that provide critical resources, opportunities, and support to underserved communities.



9 years
of service

\$495.2k in
housing

\$20k in
utility relief

671 families
fed

301 evictions
prevented

170 survivors
rehoused

250 wishlists
fulfilled

100+
volunteers

Our All-Time Impact

225,000+

Families Served Since Founding



National Media Reach & Recognition



Undercover Angel

THE Hollywood REPORTER Direct-Giving Coronavirus Relief Campaign to Buy Groceries

Supported by Pink, Maria Bello and stars from 'Grey's Anatomy,' the On Being Human 2020 campaign started by author Jennifer Pastiloff raises critical funds for people who need food during the pandemic.

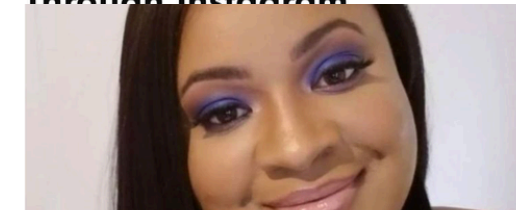
BY ELISE BALLARD APRIL 11, 2020 9:45AM

ALSO FEATURED IN:

NBC
CBS
Forbes
Parade
Sheen Magazine
NJ.com
Women's Day



People Single N.J. Mom Known as 'Black Fairy Godmother' Helps Women in Crisis Through Instagram





Brookside Banquets

41 Broughton Ave, Bloomfield, NJ
7:00-11:00 PM

This year's Purple Diamond Awards Gala will be hosted at this remier destination known for its refined ambiance and world-class hospitality, the perfect backdrop for an evening of elevated celebration and meaningful connection,

Designed to host distinguished gatherings, the space will be transformed into a sophisticated environment featuring:

- A grand red-carpet arrival experience
- Elegant gala seating and stage production
- Premium dining and curated guest experiences
- Branded sponsor activations and media moments

An Evening to Remember



LIVE PERFORMANCE

Shanice

Grammy-Nominated R&B Artist

With a voice that has moved generations, Shanice brings her iconic sound to the Purple Diamond Awards stage. Known for timeless classics that have defined R&B, her performance is the crown jewel of our evening.



HOST FOR THE EVENING

Vanessa Freeman

Anchor & Reporter, PIX11 News

A trusted voice across the New York metropolitan area, Vanessa Freeman brings grace, warmth, and community to everything she touches. We are honored to have her lead our evening.

2026 Honorees



Lucy Del Gaudio



Craig Mainor



Leslie K. Brown



Sonja Herbert



Dupré Kelly



Special Guest Speaker

Shannon Watts

Founder of Moms Demand Action

MOMS 
DEMAND
ACTION
FOR GUN SENSE IN AMERICA



Our Program Portfolio



Housing & Crisis Stabilization	Education & Mobility	Health & Wellness	National Impact
Safe Haven Empowerment Program Emergency housing and relocation support for domestic violence survivors through confidential, rapid-response assistance.	Fairy Dust Scholarship & Education Fund Educational funding for single mothers pursuing community college, GED completion, certifications, and financial literacy advancement.	Angel Food Assistance Grocery deliveries, emergency food boxes, and toiletry assistance supporting families facing food insecurity.	Purple Diamond Awards Gala Annual black-tie fundraising gala honoring survivors and advocates → Title sponsor • Media sponsor • Red carpet sponsor
Resilience Support Program Emergency utility and transportation assistance for seniors, veterans, single mothers, and individuals with disabilities.	Career & Workforce Program Job readiness, certifications, and employment pipelines	First Bloom Support Up to \$1,000 in utility assistance plus Amazon/Target baby essentials registry support for expecting and new mothers.	Adopt a Family Christmas Wishlist Angels Direct holiday assistance connecting families in need with community donors for gifts and seasonal support.

WHO WE SERVE

Single Mothers & Caregivers	Domestic Violence Survivors	Families in Crisis	System Impacted Families	Retired Veterans	Senior Citizens
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All partnerships directly strengthen housing stability, education access, health equity, and long-term economic empowerment for women and families in crisis.

THE 2026 INITIATIVE



THE BLACK FAIRY
GODMOTHER
FOUNDATION

Immediate Crisis Relief

The Purple Diamond Awards Initiative provides immediate, dignified support to marginalized families experiencing crisis. Funds raised deliver rapid-response assistance for emergency housing, utility preservation, transportation, childcare, and essential living needs—meeting families where they are and preventing further instability.

Long-Term Stabilization

Beyond emergency relief, the initiative invests in long-term recovery by connecting survivors to resources that promote safety, independence, and self-sufficiency. Through strategic partnerships and community-based support, donor contributions help families transition from crisis to stability with care, urgency, and respect.

PARTNERSHIP OPPORTUNITIES

\$5,000

DIAMOND LEGACY

- 8 VIP tickets
- Premier VIP seating
- Exclusive top-tier logo placement
- Featured recognition throughout event materials
- Full-page recognition in the event program
- Dedicated social media feature(s)
- Prominent on-stage recognition

\$3,000

DIAMOND IMPACT

- 6 VIP tickets
- Priority VIP seating
- Premium logo placement across event materials
- Recognition in the event program
- Dedicated social media feature
- On-stage/event recognition
- Recognition as a Diamond Impact Partner

\$1,500

DIAMOND CHAMPION

- 4 VIP tickets
- Priority VIP seating
- Prominent logo placement on event materials
- Recognition in the event program
- Dedicated social media recognition
- Sponsor recognition during the event

\$1,000

DIAMOND ANGEL

- 3 event tickets
- Sponsor recognition during the event
- Logo placement on event materials
- Recognition in the event program
- Dedicated social media recognition

\$500

DIAMOND SUPPORTER

- 2 event tickets
- Sponsor recognition during the event
- Name/logo recognition in event materials
- Recognition in the event program
- Social media thank-you/recognition

WHY LEADING COMPANIES PARTNER WITH BFGM

**Purpose-Driven CSR &
DEI Alignment**

**Brand Visibility & Social
Amplification**

**Employee Engagement
& Volunteer Activation**

ALL DONATIONS ARE 100% TAX DEDUCTIBLE



**The Black Fairy
Godmother Foundation**

About the Foundation

The Black Fairy Godmother Foundation, founded by Simone Gordon, is a 501(c)(3) nonprofit dedicated to restoring stability for Black and Brown families facing crisis. Through the power of social media, crowdfunding, and a community of volunteer “Fairy Godmothers,” the foundation provides urgent support—emergency housing, food assistance, emotional care, scholarships, and more—to marginalized single parents, survivors of domestic violence, and low-income families. We vet every request with transparency, and work not only to provide relief, but to equip these families with the tools they need to rebuild and sustain their lives.

The Black Fairy
Godmother Foundation

Meet Simone

Simone Gordon is the founder of The Black Fairy Godmother Foundation, a nationally recognized nonprofit providing direct support to marginalized families facing domestic violence, poverty, food insecurity, and homelessness. Inspired by her experience as a single mother navigating systemic barriers, she built a rapid-response giving movement that has supported more than 200,000 families nationwide and earned national recognition from platforms such as The Kelly Clarkson Show and the Bill & Melinda Gates Foundation.

NOTABLE PLACEMENTS:

The New York Times

GOOD
MORNING
AMERICA

People

abc NEWS





Thank You!

We look forward to exploring how we can work together to create lasting change.

For all sponsorship inquiries, please contact:

pr@theblackfairygodmother.org

1-888-308-2112 - www.theblackfairygodmother.org