

Serving and bringing hope to communities across the world



May 4th - June 5th, 2026

THE EXPRESS EMPLOYMENT PROFESSIONALS COMPANIES



Brand It Blue Community Partnership Proposal

Overview of Brand It Blue

We invite you to partner with The Express Employment Professionals Companies (Express Employment Professionals, Specialized Recruiting Group, and Frontline Training Solutions) as a collection site in a **month-long, donation drive** supporting the **Pine Rest Pediatric Center of Behavioral Health**. Opening in March 2026, the center will be the **first facility of its kind in Michigan**—designed entirely for children at a time when the need for pediatric mental health care is urgent and growing.

This initiative is designed to be **simple to implement, meaningful for employees, and impactful for the community**. The Express Brand It Blue team manages all planning, materials, logistics, and nonprofit coordination—allowing your organization to offer a high-impact, community engagement opportunity for your employees without significant time and financial commitments.

What Participation Looks Like for Donation Collection Sites

The role of the partnering organization is intentionally light and flexible:

- Designate a primary point of contact for our team to coordinate with
- Identify on-site locations for donation collection bins
- Make the collection bins and donation wish lists provided by Express available for employee donations throughout the month-long initiative
- Engage your team in the cause and encourage employee participation through internal promotion
- No financial contribution or event management is required

What We Provide

Our Brand It Blue team manages the entire initiative, including:

- Program planning and coordination
- Donation collection bins delivered to your workplace(s)
- Curated donation wish lists aligned with the nonprofit's current needs
- A customizable media and communications toolkit to share your team's efforts with stakeholders
- Ongoing support throughout the drive, including fun ideas to generate participation
- Pickup of all donated items at the conclusion of the drive with direct delivery to the nonprofit
- Follow-up on the initiative's impact, including a wrap-up video

Employee & Community Impact

The Brand It Blue Initiative is an easy and tangible way for employees to contribute to their local community. We are supporting the Pine Rest Pediatric Center of Behavioral Health, because of their dedication to comprehensive, compassionate care for children facing mental health challenges, eating disorders, and substance use struggles.

Sadly, **suicide is the second leading cause of death for people ages 10-34**, and nearly **one in five children face mental or emotional challenges**. Access to comprehensive care is essential, and this center will expand capacity dramatically—serving thousands more children every year. Learn more about the center here: www.pinerest.org/pediatric-center

For employees:

- An accessible, hands-on way to give back
- A shared experience that builds connection and purpose
- Alignment with company values and social impact goals
- Recognition as an employer committed to supporting impactful community-focused efforts

For the community:

- Direct support to the new Pediatric Center of Behavioral Health and the children they serve
- Donations that address real, immediate needs
- 1000's of lives impacted from your support and participation
- Strengthened partnerships between local organizations and employers

Timeline

- **Late March 2026:** Registration open for organizations interested in hosting a donation collection site (if you want to commit earlier, we are happy to have you!)
- **May 1, 2026:** Deadline to commit as a participating collection site
- **Week of May 4:** Donation bins and wish lists delivered to participating host sites
- **May 2026:** Month-long donation drive
- **Early June:** Express picks up donations and delivers them to Pine Rest

Next Steps

We welcome the opportunity to partner with you on this meaningful initiative. Upon registration, our team will coordinate directly with your designated contact to confirm timing, locations, and communication details. For any questions or to sign up, please contact Casey Jankoska, Director of Client Relations at Casey.Jankoska@ExpressPros.com.

Learn More About Brand It Blue

Visit bit.ly/BIB-GivesBack to learn more about the initiative, this year's nonprofit partner, and to see our impact in prior years.