2026

ANNUAL CONFERENCE & CAF'S 20TH ANNIVERSARY CELEBRATION

SPONSORSHIP PACKAGE

www.mycaf.org

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(301) 328-3292

About Us

Centro de Apoyo Familiar (CAF) is dedicated to transforming communities through economic, social, and educational empowerment in collaboration with community and faith-based organizations. As a HUD-approved Housing Counseling Agency, CAF provides free educational workshops and a wide range of housing counseling services, including pre-purchase assistance, foreclosure prevention, and rental guidance.

Founded in Massachusetts in 2006, CAF has expanded to Maryland, Northern Virginia, Washington, D.C., and Puerto Rico. CAF's Community Transformation Model offers comprehensive support through food distribution, environmental health and justice, workforce development, and housing opportunities.

CAF serves over 55,000 low-income and immigrant families each year. Together, we build stronger and more resilient communities.





MEET OUR FOUNDERS



Walkiria Pool
President & Funder

Walkiria Pool's professional career includes over 15 years in community development and the housing service industry with a focus on affordable housing and asset development. She earned her MA in Community Economic Development from Southern New Hampshire University and a graduate certificate in Women, Politics, and Public Policy from the University of Massachusetts Boston.

As an undergraduate, Ms. Pool earned her bachelor's degree from the University of Massachusetts Boston, majoring in Psychology and Sociology. Ms. Pool was responsible for developing and implementing Project "Más a ti" for the National Council of La Raza, the first community-based financial institution for low-income families in the nation.

Ms. Pool also served as Youth Program Director in the Family Asset Building division of Lawrence Community Works and as an AmeriCorps VISTA member at the Allston Brighton Community Development Corporation. She has served on several boards of directors and advisory committees of community-based organizations.

Damaris Frias co-founded CAF. She is the Executive Director of CAF's Lawrence, MA office and oversees The Connectors, a national capacity-building program for clergy serving Latino churches that prepares them to serve as a bridge between their congregations and their communities.

Mrs. Frias brings over 15 years of experience in leadership development, management, and program development. She holds a BA in Psychology from the University of Massachusetts Boston and an MA in Mental Health with a specialty in children, youth, and families from Southern New Hampshire University.

Mrs. Frias has served at her local church as youth, children, and family ministry director.



Damaris Frias
Chief Of Operations
& Co-Funder

Services



PRE-PURCHASE COUNSELING AND EDUCATION



FOOD DISTRIBUTION PROGRAM



FINANCIAL LITERACY



ENVIROMENTAL HEALTH EDUCATION



CREDIT REBUILDING



COMMUNITY ORGANIZING



FORECLOSURE PREVENTION



RENTAL COUNSELING AND FINANCIAL ASSISTANCE



HEALTHY FAMILIES

About the Event

The Annual Conference & CAF's 20th Anniversary Celebration will take place on Friday, December 11, 2026, 11:30 AM at 13923 Minnieville Rd Woodbridge, VA 22193. This year's theme, "Transforming Communities. Empowering Families. Building the Future Together.", captures CAF's long-standing commitment to driving forward-thinking strategies that strengthen resilience, enhance well-being, and expand long-term community impact.

As CAF's premier annual gathering, the 2026 Annual Conference convenes community leaders, policymakers, housing experts, financial professionals, and faith-based partners who are actively shaping the future of equitable development across the United States and Puerto Rico.

This high-impact convening features dynamic sessions, expert panels, and interactive discussions designed to explore innovative solutions in affordable housing, financial empowerment, environmental stewardship, and community development.

Rooted in CAF's mission and values, the conference serves as a catalyst for collaboration and innovation, equipping attendees with actionable insights and strategic partnerships that drive meaningful, system-level change. Together, we continue building stronger families, sustainable neighborhoods, and thriving communities for generations to come.









Sponsorship Packages 2026

CAF FRIENDS

$500

- Recognition on CAF's conference webpage
- Name listed in the digital event program

SAPPHIRE LEVEL

$1,500

- All previous benefits, plus:
- Logo display on CAF's conference webpage and digital presentation slides
- Mention in CAF's social media post acknowledging all sponsors

ESMERALD LEVEL

$2,500

- All previous benefits, plus:
- Individual recognition post on CAF's social media platforms
- Recognition during conference workshop sessions

Sponsorship Packages 2026

DIAMOND LEVEL

$5,000

- All previous benefits, plus:
- Recognition as an Official CAF Conference Partner
- Opportunity to give remarks at the conference
- Featured logo in CAF's post-conference digital communications

PLATINUM

$7,500

- All previous benefits, plus:
- Highlighted inclusion in CAF's post-conference newsletter
- Logo displayed on conference signage and banners
- Reserved priority seating at keynote sessions
- Acknowledgment during the opening or closing remarks

SIGNATURE

$10,000

- All previous benefits, plus:
- Recognition as Lead Conference Partner
- Company logo featured on all digital conference communications and newsletters
- Option to include a personalized thank-you message in CAF's official post-event media

THANK YOU FOR YOUR GENEROUS SUPPORT!

Your partnership helps Centro de Apoyo Familiar continue transforming communities and empowering families for the next 20 years and beyond.

MORE INFORMATION

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20th ANNIVERSARY