



HARVEST FOR HOPE

Join us in celebrating our 11th annual Harvest for Hope campaign in support of our health and human services programs in Virginia and the District of Columbia.

Wed, Oct 21st – Thurs, Nov 19th

www.voachesapeake.org/h4h2020

SPONSORSHIP PACKET

HARVEST FOR HOPE

Who We Are

Volunteers of America Chesapeake & Carolinas (VOACC) is a faith-based, nonprofit organization whose mission is to inspire self-reliance, dignity and hope through health and human services throughout Virginia, Maryland, the District of Columbia, and the Carolinas. Founded in 1896, VOACC was one of the first affiliates of Volunteers of America, one of the nation's largest and most comprehensive human services organizations. Through a dedicated team of more than 800 employees and thousands of volunteers, we answer the Call to Care for America's most vulnerable individuals through our more than 49 programs focused on providing homeless services, supportive housing, veteran services, behavioral health services, community re-entry, substance use recovery and intellectual/developmental disabilities services.

To learn more about our work, visit www.voachesapeake.org.

What is Harvest for Hope?

Harvest for Hope is our premiere fundraising event benefiting our Virginia and DC health and human services programs. Each year we bring together more than 200 guests from across the public and private sectors who are passionate about empowering the lives of those in need.

In light of COVID-19, we're going completely virtual with this year's Harvest for Hope. But this year's event will be even bigger and entertaining than years prior. Beginning on October 21st, enjoy a month of exciting virtual activities, including wine tasting nights, mixology nights, trivia nights, a silent auction, and inspiring stories culminating in our high-production livestream event on November 19th!

To learn more about this year's Harvest for Hope, visit www.voachesapeake.org/h4h2020.

Our Impact

In FY2020, we made a measurable impact, serving more than 8,300 people in need across Virginia and DC.

- We celebrated the one-year anniversary of the opening of the Four Oaks Day Services Center, a partnership between our organization and the City of Newport News in Virginia. We continue to provide drop-in, wrap-around services to more than 50 individuals and families experiencing homelessness each and every day.
- Through a grant from the U.S. Department of Labor and in partnership with the City of Newport News, we launched Newport News YouthBuild, a workforce development program designed to provide young adults from low-income communities the training and credentials needed to secure in-demand jobs.
- We provided shelter, PPEs, food, housing assistance, and employment assistance and more to more than 660 people in need at our Arlington Community Shelter and Loudoun Homeless Services Center.
- We provided employment assistance, PPEs, food assistance, housing assistance and more to more than 250 veterans and their families across Virginia.
- We provided individualized psychiatric and residential rehabilitation services to more than 1,300 adults across Virginia and DC.
- In partnership with Amerihealth Caritas we launched Hope Has A Home, a 16-bed program with medical respite, temporary housing, behavioral health and social support services for homeless adults in DC.

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OUR 2020 GOAL

Our goal this year is to raise \$100,000 so that we can continue to empower self-sufficiency and inspire hope among the vulnerable individuals, families and veterans we serve throughout the Commonwealth and the District of Columbia.

MINI EVENTS

This year's Harvest for Hope will be even more fun and exciting than in previous years. As part of our campaign, we invite you to take part in as many of the following opportunities as you desire. These events, excluding the silent auction, are ticketed and all of the proceeds go to supporting our organization so that we can continue to be a beacon of hope to those in need. These events also make for excellent marketing and engagement opportunities for our corporate sponsors.

Wine for Hope

Brought to you by Clif Family Wines, Wine for Hope is a virtual wine tasting experience you won't want to miss! For just \$100, guests will enjoy the following:

- Tasting kit including Clif Family wines & food pairings delivered right to your door
- Virtual wine tasting experience led by a Clif Family Winery Educator
- Fun with 10 - 12 other participating guests and supporters of Volunteers of America

Corporate sponsors giving \$5,000 or more to Harvest for Hope can decide to host a public wine tasting(s) or a private wine tasting(s).

- For public wine tastings, sponsors receive 2 complimentary tickets for representatives to attend and address guests during the wine tasting(s).
- For private wine tastings, sponsors may invite up to 12 guests to attend the wine tasting(s) and ask them to donate to Harvest for Hope in lieu of the \$100 ticketing fee.
- Sponsors would also enjoy brand recognition through our website, email marketing, social media, annual report and November 19th livestream.

To learn more about Wine for Hope, visit www.voachesapeake.org/wine4hope.

Trivia for Change

Join us for 4 nights of virtual trivia each week from October 22nd to November 12th. Guests will enjoy testing their knowledge to win the grand prize. To register, each player must purchase a ticket beginning at \$25 to play each game. Discounts are provided based on the number of games purchased. What to expect:

- Teams must consist of 4 - 10 people.
- Ticket purchasers that do not have a team, will be assigned to a team in need of players.
- Teams can purchase and play as many or as few games as they like, but must play all 4 games for a chance at the grand prize.

Corporate sponsors giving \$2,500 can enjoy a co-branding opportunity with other \$2,500 sponsors for one of the four trivia nights.

- Corporate representatives may address trivia players during pre-game webinar before the game.

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- Sponsors receive 10 complimentary trivia admission tickets to create their own team to participate in the trivia night series.
- A portion of each sponsorship will be used to help to secure the grand prize for the winning team.
- Sponsors would also enjoy brand recognition through our website, email marketing, social media, annual report, and November 19th Livestream.

To learn more about Trivia for Change, visit www.voachesapeake.org/trivia4change.

Make an Impact Mixology Night

Here's a fun opportunity to kick back and have fun while making and enjoying some themed cocktails & mocktails! For just \$100, guests will enjoy the following:

- A mixology kit and a list of signature cocktail & mocktail recipes delivered to their door
- Virtual mixology walkthrough led by a partnering mixologist
- Fun with 10 - 12 other participating guests and supporters of Volunteers of America

Corporate sponsors giving \$5,000 or more to Harvest for Hope have the option to brand a public mixology(s) night or a private mixology night(s).

- For a public mixology night(s), sponsors receive 2 complimentary tickets to attend and address guests.
- For private mixology night(s), sponsors may invite up to 12 guests to attend the mixology night(s) and ask them to donate to Harvest for Hope in lieu of the \$100 ticketing fee.
- Sponsors would also enjoy brand recognition on our website, email marketing, social media, annual report and November 19th livestream.

To learn more and purchase tickets, visit www.voachesapeake.org/mixology.

Bid for Good Silent Auction

Register for FREE to take part in our exciting online silent auction! You can check out our auction & register now to receive updates as we add more items! Bidding begins on Thurs, Nov 5th at 10AM & ends on Sun, Nov 22nd at 6PM. To learn more and register to receive updates, visit event.gives/h4h/items.

Corporate sponsors can make an in-kind donation to our silent auction and receive brand recognition on our website, email marketing and social media. In-kind donations must be confirmed by Thurs, Oct 29th to be included in silent auction.

Harvest for Hope Livestream

For \$100, guests can attend our Harvest for Hope livestream on November 19th from 5PM - 6PM! The ticket price is waived for sponsors and guests who purchase tickets for a wine tasting, mixology night, or all 4 trivia nights. For 45 minutes guests will enjoy fun; watch & hear moving stories; hear from our presenting sponsor, CEO, and Board of Directors; learn more about all that we have achieved through our programs; and more!

Corporate sponsors giving \$10,000 or more will be recognized as the presenting sponsor and keynote speaker for the livestream and enjoy brand recognition on our website, email marketing, social media, and annual report. Visit www.voachesapeake.org/h4hlivestream to register.

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Sponsorship Fact Sheet

What You Can Do

As a Harvest for Hope sponsor, you will be joining our area's corporate leaders as well as philanthropic and faith-based organizations to provide critical funding to VOACC's programs that support those who are most in need. Please answer the call, and show that you care today by helping us raise \$100,000 to provide shelter, food, counseling and emergency funds to move people out of the grip of homelessness.

Called to Care Sponsor: \$25,000

- Recognized as presenting sponsor and given the opportunity for a corporate spokesperson to provide the keynote speech during November 19th livestream
- Recognized as a Called to Care sponsor on our website, email marketing, social media, and annual report
- Option to brand 3 public or private virtual wine tastings / mixology nights (see Mini Event section)

Sponsor of Hope: \$10,000

- Recognized as presenting sponsor and given the opportunity for a corporate spokesperson to provide the keynote speech during November 19th livestream if Called to Care sponsor is not secured
- Recognized as a Sponsor of Hope on our website, email marketing, social media, and annual report
- Option to brand 2 public or private virtual wine tastings / mixology nights (see Mini Event section)

Impact Sponsor: \$5,000

- Recognized as Impact Sponsor during November 19th livestream
- Recognized as Impact Sponsor on our website, email marketing, social media, and annual report
- Option to brand 1 public or private virtual wine tasting or mixology night (See Mini Event section)

Community Sponsor: \$2,500

- Recognized as Community Sponsor during November 19th livestream
- Recognized as Community Sponsor on our website, email marketing, social media, and annual report
- Option to co-brand one of 4 trivia nights alongside fellow Community Sponsors (See Mini Event section).

**To process your sponsorship, please complete and email this form
to ngranger@voaches.org or mail to:**

Volunteers of America Chesapeake & Carolinas
c/o Harvest for Hope | 7901 Annapolis Road | Lanham, MD 20706

For more information, contact Nicholle Granger at ngranger@voaches.org

*All sponsorships and donations are tax deductible. Volunteers of America Chesapeake & Carolinas is a certified 501©3 organization. Our tax identification number 52-0610547.

If you are a corporate sponsor interested in branding a wine tasting(s), mixology night(s) or trivia night, please contact Nicholle Granger at ngranger@voaches.org for scheduling.



Sponsorship Commitment Form

Sponsor Information & Primary Contact

Organization/Individual Name:

(As name should appear in all material/promotions associated with Harvest for Hope)

Mailing Address: _____

City/State/Zip: _____

URL: _____

Social Media Tags: _____

(Please provide any social media tags you would like us to use to promote your sponsorship)

Contact Name: _____

Title: _____

Phone: _____ Fax: _____

Email: _____

Billing Information *(Leave blank if the information is the same as provided above)*

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

YES! We would be pleased to support the 11th Annual Harvest for Hope through the below sponsorship:

Called to Care - \$25,000

Sponsor of Hope - \$10,000

Impact Sponsor - \$5,000

Community Sponsor - \$2,500

We would like to contribute \$ _____ in support of VOACC.

Enclosed is payment of \$ _____

Return completed form with payment to:

VOACC, Attn: Development, 7901 Annapolis Road, Lanham, MD 20706

Check - Made payable to Volunteers of America Chesapeake

Credit Card:

Visa

Mastercard

American Express

Card#: _____ Exp. Date: _____ CSC: _____

Name on Card: _____

Billing Address: _____

City/State/Zip: _____