



**Community
Support
Opportunities
2017**



BECOME A DIFFERENCE MAKER

Volunteers of America is the charity that always steps forward to help the most vulnerable. We work to reach and uplift those in the greatest need, breaking down barriers and enabling clients to transform their lives.

VOA Utah supports and empowers our community's vulnerable groups including at-risk youth, the homeless, the mentally ill and those recovering from addictions. Many face barriers that they are not able to conquer alone—legal issues, lack of education and employment skills, trauma issues, mental illness and addiction, lack of safe housing—and VOA assists individuals in working through and/or eliminating these barriers.

VOA brings together the community, private and public donors, professional staff and thousands of volunteers to raise up those most in need. We are inviting you to assist us in helping to improve the lives of over 8,000 low-income individuals in Utah. We want this to be a win-win situation, providing opportunities that align with your



“79% of shoppers would donate to a charity supported by a trusted business.”¹

Benefits of a Community Partnership for your business:

- Improved perception as a brand that gives back
- Exposure to potential new clientele
- Opportunity to win over customers from competing brands
“90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.”²
- Higher consumer willingness to pay “55% of online consumers would pay more for a product or service offerings when a company is associated with social impact.”³
- Employee satisfaction—“67% of employees would rather work for an organization that was socially responsible.”⁴

goals. VOA offers many ways to get involved, including sponsoring fundraising events in our community, volunteering with our programs, and coordinating in-kind drives of much-needed client items. We strive to partner with you to create meaningful opportunities for your employees and customers.

1. Cone Communications, “2013 Cone Communications Social Impact Study.” <http://www.conecomm.com>

2. Cone Communications, “2015 Cone Communications/ Ebiquity Global CSR Study.” <http://www.conecomm.com/2015-global-csr-study>

3. Nielsen, “Global Consumers Are Willing to Put Their Money Where Their Heart Is When It Comes to Goods and Services from Companies Committed to Social Responsibility.” <http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>

4. Ibid.

VOA'S 2017 COMMUNITY SUPPORT PARTNERSHIP OPPORTUNITIES

By supporting a special event, you enable Volunteers of America to increase awareness of our mission as well as raise much-needed funds to provide support to vulnerable individuals in Utah. By sponsoring a special event, you can multiply the impact of your organization's contribution. In 2017, VOA needs support for the following events:

Founders' Day Breakfast | MARCH 30

Volunteers of America was founded in 1896 by social reformers Ballington and Maud Booth. They envisioned a movement dedicated to "reaching and uplifting" the American people. On behalf of the organization, the Booths pledged to "go wherever we are needed, and do whatever comes to hand." Each year we celebrate our history, our progress and recent successes and share who we are. This fundraising event is a great introduction to our agency and showcases our amazing clients.

Love UT Give UT | MARCH 30

Hosted by the Community Foundation of Utah, each year we can all come together for 24 hours to make real impact. VOA had three events last year to benefit the day of giving back: Brunch at the Bunny Hop From 11 a.m.–sunset at the Garage on 1199 Beck Street, SLC, UT 84103; Shop for a Cause at Alex and Ani, 51 Main Street, SLC, UT 84111 from 6–9 p.m.; and Pizza with a Purpose at Stoneground, 249 East 400 South, SLC, UT 84111, 6–10 p.m.

I Remember Mama | MAY 4

A day to remember and celebrate the decision of women to enter residential treatment for substance use disorder. In partnership with House of Hope, Odyssey House, and First Step House, the VOA Cornerstone Counseling Center hosts a dinner for women currently seeking treatment in Salt Lake County.

SHOW YOUR CUSTOMERS THAT YOU CARE

Reach our shared audiences and show you care by associating your brand with Volunteers of America, Utah.

- Social media—VOAUT has over 5,900 Facebook Fans and has a presence on Twitter, Instagram, and LinkedIn as well.
- Over 9,000 supporters who will see your message via e-mail.
- You will be mentioned in our mailed newsletter that is delivered to over 5,000 supporters of Volunteers of America, Utah.
- Events will be advertised in Community Calendars, local radio stations, and through the event committee and Board of Directors of VOA.
- You will have access to our logo to promote your support of VOA to your customers. For more information, visit voaut.org/events.

Silver Spurs Gala | SEPTEMBER

Wear your jeans, add some "bling" and come ready for a fun night of dinner, drinks, and auction. Don't miss this exciting night to not only recognize our community supporters but fundraise to expand and improve our current programs.

Homeless Youth Forum | NOVEMBER

Volunteers of America, Utah presents an annual Homeless Youth Forum to initiate a dialog about youth homelessness in Utah. Our speakers and panelists will discuss the latest issues and trends, identify resources available for homeless youth in Utah, and share possible solutions to help them succeed.

Fill the Pack | DECEMBER

Provide a holiday gift and support for teens experience homelessness during the Holiday Season. This event sponsor can also serve in a volunteer role to fill the backpacks and distribute to youth in December.

To learn more about Community Support Opportunities, contact: Brian Hutchinson | Director of Community Engagement | 801.875.4586 | brian.hutchinson@voaut.org

HELPING OVER 8,000 OF UTAH'S MOST VULNERABLE EACH YEAR



Homeless Youth Services

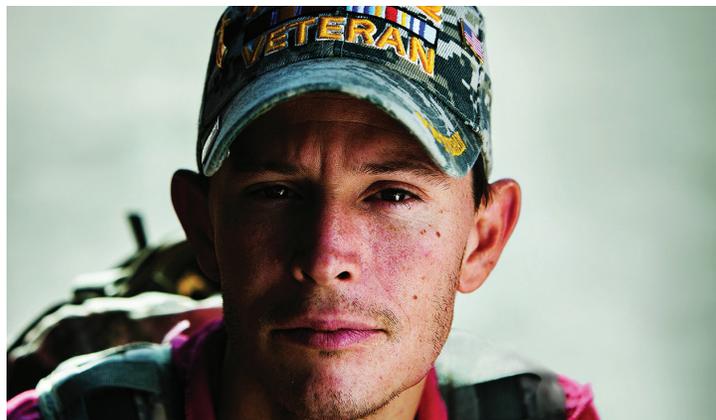
VOA:

- Expects to serve between 800–1000 homeless youth between the ages of 15–22 each year
- Provides over 10,000 shelter bed nights each year to youth 15–22
- Serves over 50,000 meals per year to youth 15–22

Homeless Outreach Services for Adults and Teens (Fiscal Year 2015–16)

VOA has:

- Distributed 164,600 basic needs items to those in need
- Provided 83,149 meals
- Given 16,137 referrals and information on community services to clients



Detoxification Services (Fiscal Year 2015–16)

VOA has:

- Provided 20,146 bed nights
- Provided 50% of clients with complete acute detox
- Provided 83% of eligible clients with an assessment for treatment

Behavioral Health Treatment (Fiscal Year 2015–16)

VOA has:

- Completed 43,517 total hours of addiction and mental health services to low-income individuals
- Held 1,576 prevention classes for at-risk youth
- Provided 2,218 hours of child care so parents could receive treatment



YOU'LL BE IN GREAT COMPANY. OUR 2016 COMMUNITY PARTNERS:



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