



HARVEST FOR HOPE

Join us in celebrating our 12th annual Harvest for Hope campaign in support of our health and human services programs in Virginia and the District of Columbia.

Wed, November 10th – Wed, November 17th

www.voachesapeake.org/h4h2021

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 the pandemic, we will remain virtual with this year's Harvest for Hope. **Beginning on November 10th, enjoy two weeks of exciting virtual activities, including wine tastings and inspiring stories culminating in our high-production Livestream event on November 17th!**

To learn more about this year's Harvest for Hope, visit www.voachesapeake.org/h4h2021.

Our Impact

In FY2021, **we served more than 2,420 people in need across Virginia and DC.**

- We provided individualized psychiatric and residential rehabilitation services to more than **1,300 adults** in need across Virginia and DC.
- We provided shelter, PPEs, food, housing assistance, and employment assistance and more to more than **660 people in need** at our Alexandria Community Shelter and Loudoun Homeless Services Center.
- We launched our DC-based Peer Pathways program, a substance use recovery program led by certified peer specialists from the community with lived experience with mental health issues and opioid or stimulant use.
- Our Newport News YouthBuild program provided training, credentials and linkages to in-demand jobs to **33 young adults** from low-income communities.
- We provided employment assistance, PPEs, food assistance, housing assistance and more to more than **250 veterans** and their families across Virginia.
- In partnership with Amerihealth Caritas, Pathways to Housing DC and Unity Health Care, our Hope Has A Home program provided medical respite, housing, behavioral health and social support services to over **30 homeless adults** in DC.
- Our Intellectual/Developmental Disabilities Services, provided support & care to **150 adults in need**.

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OUR 2021 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

As part of our campaign, we invite you to take part in the following virtual events as part of our campaign. These events, excluding our Livestream event, are ticketed and proceeds support 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 our virtual wine tasting experience you won't want to miss! The tasting will take place on **Wednesday, November 10th at 6PM**. For just \$250, guests will enjoy the following:

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

Corporate sponsors giving at the **\$1,000 level** can become Wine for Hope sponsors and enjoy the following co-branding opportunities with fellow wine tasting sponsors:

- Recognized as a Community Sponsor and highlighted during wine tasting
- Receive 1 complimentary wine tasting kit for corporate representative
- Enjoy brand recognition through our website, email marketing, social media and November 17th Livestream event.

Corporate sponsors giving at the **\$2,500 level** can become Wine for Hope sponsors and enjoy the following co-branding opportunities with fellow wine tasting sponsors:

- Recognized as an Impact Sponsor and highlighted during wine tasting
- Offered option to provide brief remarks to all Wine for Hope guests along with other sponsors
- Receive complimentary wine tasting kits for up to 5 of guests
- Enjoy brand recognition through our website, email marketing, social media and November 17th Livestream event.

Corporate sponsors giving at the **\$5,000 level** can choose to become a Wine for Hope sponsor **OR** opt to host a private virtual wine tasting.

- For both opportunities, the sponsor will be recognized as a Called to Care sponsor, offered complimentary tasting kits for up to 10 guests, and enjoy marketing opportunities as above.

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- For Wine for Hope, sponsors will be offered option to provide brief remarks to all guests along with other sponsors.
- For private tastings, a VOACC staff member will work with the sponsor to identify a date and time for the event.
- All logistics will be managed by VOACC staff and Clif Family Wines. Guests beyond the complimentary 10 kits, will be required to purchase a wine tasting kit(s).

Corporate sponsors giving at the **\$10,000 level** will be recognized as a Called to Care sponsor, and can choose to become a Wine for Hope sponsor **OR** opt to host a private virtual wine tasting. Both opportunities offer sponsors complimentary tasting kits for up to 20 guests and the same logistical support and marketing opportunities as above.

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

Harvest for Hope Livestream

Join us on **Wednesday, November 17th at 6PM** for our Harvest for Hope Livestream event! This is the grand finale for our Harvest for Hope campaign that you won't want to miss! For 30 minutes, guests will enjoy moving speeches and stories from our presenting sponsor, CEO, Board of Directors, those we serve and more!

Entry to our Livestream event is completely donation-based. We invite you to choose the donation level that works for best for you!

Early Bird Incentive: Guests who donate \$50 or more **by Wednesday, November 3rd** will be automatically entered into a Sweepstakes to win a special prize. Details about the Sweepstakes will be available on our event page on Friday, October 15th.

Corporate sponsors giving at the **\$1,000, \$2,500 and \$5,000 levels** will be recognized as Community Sponsor, Impact Sponsor and Sponsor of Hope respectively and enjoy brand recognition on our website, email marketing, social media, and annual report.

Corporate sponsors giving at the **\$10,000 level** or more will be recognized as our presenting Called to Care sponsor, offered option to give remarks as the Livestream keynote speaker, and enjoy brand recognition on our website, email marketing, social media, and annual report.

To learn more about the Livestream, visit www.voachesapeake.org/h4hlivestream.

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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: \$10,000

- Recognized as a Called to Care sponsor on our website, email marketing, social media, and annual report
- Option to redeem Wine for Hope **OR** Livestream incentives (*see Mini Event section above for more*)

Sponsor of Hope: \$5,000

- Recognized as a Sponsor of Hope on our website, email marketing, social media, and annual report
- Option to redeem Wine for Hope **OR** Livestream incentives (*see Mini Event section above for more*)

Impact Sponsor: \$2,500

- Recognized as a Impact Sponsor on our website, email marketing, social media, and annual report
- Option to redeem Wine for Hope **OR** Livestream incentives (*see Mini Event section above for more*)

Community Sponsor: \$1,000

- Recognized as a Community Sponsor on our website, email marketing, social media, and annual report
- Option to redeem Wine for Hope **OR** Livestream incentives (*see Mini Event section above for more*)

To process your sponsorship, please complete and email the form on the next page 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(c3) organization. Our tax identification number 52-0610547.

If you are a corporate sponsor interested in taking advantage of our Wine for Hope or Livestream incentives, please contact **Nicholle Granger at ngranger@voaches.org.**

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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 12th Annual Harvest for Hope through the below sponsorship:

Called to Care - \$10,000

Sponsor of Hope - \$5,000

Impact Sponsor - \$2,500

Community Sponsor - \$1,000

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: _____