



bethlehem

housing and support services

15th Anniversary of

Empty Bowls

presented by **FirstOntario**
CREDIT UNION

Wednesday, March 4, 2020

Americana Conference Centre, Niagara Falls

Sponsorship Package

What does Bethlehem Housing & Support Services do?

For over 30 years, Bethlehem Housing and Support Services has been providing affordable housing and services to support the personal growth of individuals and families in Niagara.

We are currently the only organization in Niagara offering supportive transitional and permanent housing for men, women and their children. We have a focus on families who are homeless or at risk of becoming homeless due to issues with poverty, physical disability, mental health, domestic violence and family breakdown.

"I left an abusive marriage with my three children without a vehicle, access to our identification and bank account, and with no income source. I needed to start our lives again from scratch and I had no foundation to build upon. When my family was spiraling out of control Bethlehem cast a large net that kept us alive.

The staff at Bethlehem spearheaded the course of action to find suitable housing for my family within Niagara Regional Housing. When housing was found, they mobilized to find movers and coordinate the move into our new home. They helped me to reapply for new birth certificates for my children and start the process of claiming child tax benefits. They guided me through the process of renewing my identification and opening a bank account. The staff advocated on my behalf to secure resources and to connect us with services in the community that will help me to continue to support and care for my children."

MATT'S STORY



What is Empty Bowls?



Niagara's finest chefs prepare and serve their favourite soup in one-of-a-kind bowls created by local potters. Included as the perfect complement are Niagara wines and beer, specialty tea/coffee, fresh bread and decadent desserts. Each year the event is attended by over 500 guests with more than 20 different food and beverage vendors.

Guests take their empty bowl home as a reminder of those who struggle to meet basic living needs and find affordable housing in our community. Proceeds from our Empty Bowls fundraiser will provide targeted programs and support services to help men, women and their children to rebuild their lives.

During our 2018-2010 fiscal year:

- 86 households lived in our permanent supportive housing buildings, Kenmore and Genesis Court
- 45 families including 62 children lived in our transitional housing building, Bethlehem Place
- 277 households were served through our Community Outreach Support Program
- 144 individuals were homeless or at risk of becoming homeless
- 40% of the residents living at Bethlehem Place are survivors/victims of domestic violence
- 86% of those who moved out of supported housing transitioned to stable and secure housing

With your support, Bethlehem Housing can continue to provide affordable housing and support services in Niagara. Together we are building a vibrant, caring and inclusive Niagara where everyone has a home.

How can I become involved?

\$5,000 TITLE SPONSOR

Exclusive to one organization - **Secured by FirstOntario Credit Union**

- Your logo will be prominently featured on all of our marketing materials; "15th Anniversary of Empty Bowls presented by YOUR COMPANY"
- Organization logo and website link on Bethlehem's website
- Recognition on Bethlehem's digital communications and social media channels, standard social media asset to be provided (1080 x 1080 pixels)
- Customized full page advertisement in the event program (approx. 5" x 8")
- Organization banner prominently displayed at the event
- Representative from your organization can address the audience
- Representative from your organization can be a celebrity judge
- Reserved table for 12 VIP guests (includes VIP reception and event entry) - Valued at \$1,320



\$3,000 GOLD SPONSOR

Limited to 4 organizations, deadline is Nov 12

- Company logo displayed on all marketing material Including; media ads, posters and promo cards mailed to approx. 2,000 households and organizations in Niagara
- Organization logo and website link on Bethlehem's website
- Recognition on Bethlehem's digital communications and social media channels, standard social media asset to be provided (1080 x 1080 pixels)
- Customized half page advertisement in the event program (approx. 4" x 5")
- Honourable mention during event and logo displayed on event signage
- Organization banner prominently displayed at the event
- Reserved table for 10 VIP guests (includes VIP reception and event)
Valued at \$1,100

\$2,000 SILVER SPONSOR

Limited to 6 organizations, deadline is Nov 12

- Company logo displayed on all marketing material Including; media ads, posters and promo cards mailed to approx. 2,000 households and organizations in Niagara
- Organization logo and website link on Bethlehem's website
- Recognition on Bethlehem's digital communications and social media channels, standard social media asset to be provided (1080 x 1080 pixels)
- Customized quarter page advertisement in the event program (approx. 2.5" x 4")
- Honourable mention during event and logo displayed on event signage
- Reserved seating for 6 VIP guests (includes VIP reception and event)
Valued at \$660

\$1,000 BRONZE SPONSOR

Deadline is January 31

- Organization logo and website link on Bethlehem's website
- Customized advertisement in event program (approx. 2.5" x 2.5")
- Organization logo displayed on event signage
- 4 event tickets - Valued at \$340

\$250 FRIENDS SPONSOR

- Organization logo and website link on Bethlehem's website
- Organization mentioned in the event program
- 1 event ticket – valued at \$85



Krystyn turned to Bethlehem Housing and Support Services for help. She was determined to move forward in her life, especially for her sons.

During her time at Bethlehem Place she attended many of the Early Learning Centre activities and field trips with her children. She also attended the life skills classes and joined both the relationships and co-dependency support groups. "I did everything I possibly could. I really grew up at Bethlehem Place."

For Krystyn, her life finally feels normal. "Because of Bethlehem I actually enjoy waking up every day." She loves to be with her children and enjoys everyday moments, such as getting her sons ready for school, doing homework together, and reading bedtime stories. Krystyn wants everyone to know, "No matter what has happened in the past, you can have a great future as long as you put in the work and stick to what you believe."

KRYSTYN'S STORY

Prize Donations

We are also seeking donations for our prize tables. Each year, we raise over \$8,000 from guests participating in these fun activities!

SILENT AUCTION

Merchandise and/or services for the silent auction table will be packaged together for exciting prizes to be bid on from event participants throughout the evening.

MYSTERY SOUP CAN RAFFLE

Every can is a winner! Gift cards and prizes ranging from \$10 - \$75 in value will accompany the corresponding soup can.

In-Kind Donations

As with any fundraising event, our budget is quite small and any service donated in-kind would be greatly appreciated to help keep our expenses low.

Some of the donations we're looking for include:

- Décor
- Advertising
- Entertainment



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