

SPONSORSHIP OPPORTUNITIES



**75 Years of Heart**

**Growing  
Hope.**



Homeless No More: Celebrating the New Hope Community Center

**Thursday, March 2, 2023**

Kellogg Center  
219 S. Harrison Rd  
E. Lansing, MI 48824

**Reception  
5:30 PM to  
7:30 PM**

# About the New Hope Community Center



For decades, the New Hope Community Center (“New Hope”) has been a pillar for people experiencing homelessness in Lansing. At the request of the community, Holy Cross Services assumed operations of the facility in 2018. Today, New Hope is one of the region’s largest homeless shelters and is the area’s only “low-barrier” facility – meaning we eliminate as many barriers as we can to ensure all neighbors have access to emergency shelter.

Every year, New Hope needs nearly \$500,000 in donations to keep the shelter operational. With these funds, New Hope is able to keep families together, offer emergency care and nourishment for children, adults, and veterans experiencing homelessness, and help our unhoused neighbors find permanent housing. Through the 2023 Homeless No More event, New Hope hopes to raise \$400,000 toward its annual fundraising target.



There are several programs that operate within the New Hope Community Center, each serving the greater Lansing community:

<b>Community Kitchen</b>	<i>Serving warm breakfast, lunch, and dinner for anyone in the community who needs help</i>	<b>69,000</b> Meals Served
<b>Day Center</b>	<i>Offering a warm and safe space to rest, recharge, and access case management</i>	
<b>Emergency Shelter</b>	<i>Providing overnight sheltering for individuals with nowhere to turn</i>	<b>118,000</b> Bed Nights
<b>Family Sheltering</b>	<i>Ensuring families with children remain together during an episode of homelessness</i>	
<b>Veterans’ Housing</b>	<i>Sheltering and supporting veterans experiencing homelessness to transition to permanent housing</i>	<b>100%</b> Veteran success rate

# Growing Hope

New Hope supports our neighbors first to find safety and then to dream. We see Hope Grow every day within our programs as each individual makes progress toward a better future. This last year, the region has experienced a sharp increase in homelessness, and at New Hope, we have seen more families and more older adults cross our doors than ever before. As the urgency rises, we are immeasurably grateful for this community's commitment to rallying behind our neighbors. Together, we can help every one of our neighbors find hope again.



## A Story of Hope



Ray\* first came to the New Hope Community Center in 2016 seeking shelter. He'd had battles with substance abuse and run-ins with the law, resulting in his homelessness. Ray stayed with us for a few weeks, but his time at the shelter was fraught with conflict. He left our care battling the same demons that brought him to us.

In February 2022, Ray returned to New Hope, ready to seek change. He had just left a month-long hospitalization caused by his hard life and advancing age, and this had forced his sobriety. Frightened of the possibility of relapse, especially when released from the hospital with nowhere to turn, Ray knew from his past experience that New Hope would welcome him in – and this time, he was ready for a new start.

Since re-entering our care, Ray has embraced programming to its fullest, taking advantage of New Hope's case management, engaging in activities and volunteer opportunities at the facility, repairing relationships with loved ones in his life, following through on his anger management treatment, and engaging in services to help him sustain his sobriety. Ray wanted change, and New Hope was ready to help him reach it. Just before Christmas, Ray signed a lease for his own apartment in a senior community.

New Hope meets our neighbors where they are, even when they aren't ready for change. We serve as a steady, dependable haven, planting the seed that we are not alone in this world. When our neighbors are ready to take the courageous leap to change their lives, they know we are ready to leap alongside them. New Hope congratulates Ray for pursuing the path he wanted for himself. We are honored to have been a part of his journey.

As a contributor to the New Hope Community Center, you make stories like Ray's – and thousands of others – possible. With your help, our neighbors see a community who cheers them on, and they find a door that is always open. Whether it takes 6 weeks or 6 years, the bloom of safety and joy is always beautiful.

## A Note from Our Homeless No More Committee Chair

As I reflect on the past years of chairing the Homeless No More Committee, I am in awe of the support shown to the New Hope Community Center by our Lansing Community. Holy Cross Services celebrates its 75th Anniversary in 2023 and Homeless No More is entering its 12th year. During these years, your support and commitment to the homeless families we serve has been unwavering, helping thousands of individuals. I look forward to your continued support for this event that celebrates the generosity of our community. If there is one thing I have learned is that our community always comes together to make a difference in the lives of those we are serving, and for that we are all grateful. Thank you to all who have been steadfast in your support and thank you to those of you who are joining us for the first time. I look forward to you joining me as we celebrate 75 Years of Heart...Growing Hope!

With Sincere Appreciation,

John Pence Chair, Homeless No More Committee 2023

# 2023 Homeless No More Sponsorship Package

## 75 Years of Heart...Growing Hope

For Holy Cross Services' 75<sup>th</sup> year, we invite you to consider sponsoring this year's Homeless No More event. Sponsorship packages range from \$75,000 (in honor of this milestone anniversary!) to \$1,000, each package reflecting one of Holy Cross Services' core values. Thank you for your partnership and for Growing Hope in our community.



### Presenting Sponsorship \$75,000

- ✚ Two page spread advertisement in the event program
- ✚ Inclusion in 4 Social Media Posts
- ✚ Opportunity to address audience during the formal portion of the program
- ✚ Inclusion of company table tents/marketing materials on event tables
- ✚ Opportunity Tour/ Volunteer at New Hope Community Center
- ✚ Corporate logo or name prominently featured on all event marketing and signage
- ✚ 20 tickets to event



### Purpose Sponsorship \$50,000

- ✚ One page advertisement in the event program
- ✚ Inclusion in 3 Social Media Posts
- ✚ 15 tickets to event



### Shared Power Sponsorship \$25,000

- ✚ Half page advertisement in the event program
- ✚ Inclusion in 2 Social Media Posts
- ✚ 10 tickets to event



### Nurture Sponsorship \$10,000

- ✚ ¼ page advertisement in the event program
- ✚ Inclusion in 1 Social Media Post
- ✚ 8 tickets to event



### Safety Sponsorship \$5,000

- ✚ 8 tickets to event



### Anchor Sponsorship \$2,500

- ✚ 6 tickets to event



### Hope Sponsorship \$1,000

- ✚ 4 tickets to event

#### ALL SPONSORSHIP PACKAGES INCLUDE:

- ✚ Sponsor recognition on HCS website
- ✚ Verbal recognition from the podium during evening program
- ✚ Corporate logo or name featured on all event related marketing and signage

For more information,  
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