2021 Corporate Partnership & Opportunities Guide
Why Wellspring Family Services

Our Mission

To end the cycle of family homelessness. We envision a community where every child has a safe and stable home.

Who We Serve

Wellspring serves the largest yet least visible segment of the homeless population: families. 90% are at or below 30% of the area median income. On average, 75% are people of color and 40% are Black or African American. More than half are managing a single parent household. We serve families who live throughout the Puget Sound region.

What We Do

Every family and child deserves a safe and stable home, and the sense of dignity, security and confidence that comes from it. We prevent homelessness by connecting the community to the resources they need to preserve stable employment and connecting households facing eviction with counsel and support to remain stably housed. We end homelessness by connecting children and families with the resources they need to navigate adversity, secure stable housing, and retake control, achieving a positive, lasting change in their lives.

How We Do It

<table>
<thead>
<tr>
<th>Housing Services</th>
<th>Early Learning Center</th>
<th>Baby Boutique</th>
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<tbody>
<tr>
<td>Help for families who have lost their housing or are at risk of losing it.</td>
<td>Trauma-informed early learning for pre-kindergarten children experiencing homelessness.</td>
<td>Free store providing clothing, diapers, hygiene items, and other essentials for children birth to 18.</td>
</tr>
<tr>
<td>896 children gained stable housing</td>
<td>13,147 free meals served to children in our Early Learning Center</td>
<td>1,832 children received clothing and essentials</td>
</tr>
<tr>
<td>221 families avoid eviction through our homelessness prevention programs</td>
<td>67 children were enrolled in the ELC</td>
<td>$456K in donated goods were provided to families</td>
</tr>
<tr>
<td>730 families moved into safe, stable homes</td>
<td>53 families received early learning services for their children</td>
<td>29,841 diapers were provided</td>
</tr>
</tbody>
</table>

*Data based upon 2019 statistics*
An Investment in Lasting Change...

At Wellspring, we partner with premier companies, workplaces, and community leaders to serve the segment of the homeless population most impacted and least visible: families.

Your support helps prevent and end family homelessness by connecting families with stable housing, trauma-informed early learning, and clothing and other essentials.

What $25,000 Makes Possible

- Rental assistance, move-in resources, and wrap-around case management to increase housing stability for 12 families.

  or

- Warm, nutritious meals for Early Learning Center Students. Helps provide one healthy meal and a snack each school day for students.

What $50,000 Makes Possible

- One year of funding for a trauma-informed Early Learning Center teacher. This trained professional works directly with five children and their families who are facing homelessness or recently have been homeless. Using culturally- and linguistically-appropriate curricula, teachers work with each child to prepare them for kindergarten and beyond.

  or

- General operating support for Wellspring’s 16 housing programs in the King County Region, helping to ensure continued program stability, provide rental assistance for families, and to help prevent family evictions.

What $100,000 Makes Possible

- Permanent housing support for 50 families.

  or

- One year of funding for two trauma-informed Early Learning Center teachers.

  or

- General operating support to ensure Wellspring’s Baby Boutique continues to safely serve hundreds of children with free clothing, diapers, and basic needs during the COVID-19 lockdown.
Partnership Levels & Benefits

$3,500 Friend
- Company name listed on:
  - Lasting Change campaign website and 3 virtual donor events
  - One issue of 2021 Wellspring Family Services (WFS) newsletter
  - WFS ad in 2021 Puget Sound Business Journal Giving Guide or Corporate Citizenship insert
  - WFS Corporate Partner webpage
- Invitation to 2021 quarterly, #WellConnected online town halls focused on WFS’s mission

$7,500 Associate
Above, plus:
- Company logo and hyperlink on WFS website and Lasting Change campaign website
- Company logo displayed at 3 Lasting Change virtual donor events
- Logo in one 2021 WFS newsletter

$10,000 Partner
Above, plus:
- VIP recognition on Lasting Change website, donor appeals, 3 virtual donor events, and via social media
- Logo recognition in one additional (two total) 2021 WFS newsletters
- Logo recognition in WFS Puget Sound Business Journal ad in 2021
- Commemorative plaque recognizing your support of WFS

$25,000 Premier
Above, plus:
- Logo recognition (pre, day-of, and post-event) as sponsor of one #WellConnected online town hall. Verbal acknowledgement during event.
- Logo recognition as sponsor of one community in-kind donation drive

$50,000 Ambassador
Above, plus:
- Logo and verbal recognition as sponsor of one additional (two total) #WellConnected online town halls
- Logo recognition as sponsor of one additional (two total) community in-kind donation drives
- Presenting Sponsor recognition of the Lasting Change campaign. Most prominent recognition online, in print, at event, and via social media. Includes opportunity for video or in-person address by sponsor to the campaign audience

$100,000 Powerful Change Partner
Above, plus:
- Logo and verbal recognition as sponsor of all (four total) #WellConnected online town halls
- Logo recognition as sponsor of four community in-kind donation drives
- Logo recognition as sponsor of WFS’s 2021 or 2022 Wall Calendar (2021 pledge needed by 11/1/2020)
- Logo recognition in all 2021 newsletters
- Prominent recognition in a sponsor spotlight article in one issue of WFS newsletter

$250,000 Transformative Change Partner
Above, plus:
- Acknowledgement as fundraising Match sponsor of the Lasting Change and WFS End of Year campaigns
- Presenting Sponsor recognition of all #WellConnected online town halls
- Customized and prominent recognition on WFS website

$500,000 Lasting Change Partner
Above, plus:
- Presenting Sponsor recognition of all community in-kind donation drives
- Full page sponsor ad or feature in WFS’s 2022 Wall Calendar
- Opportunity to submit a customized video segment on WFS’s YouTube channel and social media
Our Reach: Illuminating Your Brand

Ways Wellspring can recognize your support

<table>
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<tr>
<th>つながる変化キャンペーン</th>
<th>In-kind Donation Drives</th>
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<tr>
<td>Virtual event when community members, philanthropists, business leaders, and representatives of state and local government come together to help end the cycle of family homelessness.</td>
<td>Up to four seasonal community drives to encourage donated items to benefit families served by Wellspring. Drives focus on back-to-school supplies, holiday toys and essentials, diapers, and other basic needs.</td>
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<tr>
<td>Reach 1,000+</td>
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#WELLCONNECTED
Online quarterly town hall conversations focused on Wellspring’s mission and what we all can do to end family homelessness in our community.
Reach: 2,500

NEWSLETTERS
Quarterly print and digital newsletters sent to donors and friends.
Distribution: 4,850 per issue

APPEALS
3x per year direct mail and digital fundraising appeals sent to donors
Distribution: 3,000+

IMPACT REPORTS
Our published annual message to the community illustrating the results of their generosity to address the family homelessness crisis.
Distribution: 1,000

CALENDAR
End of year wall calendar thanking our donors for their generous support of the families and children we serve.
Distribution: 300+

DIGITAL & SOCIAL MEDIA
Donor acknowledgement on our website and social media platforms:

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