

2021 Corporate Partnership & Opportunities Guide



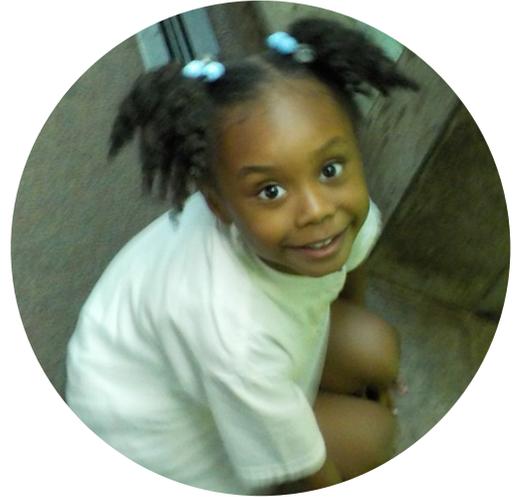
Why Wellspring Family Services

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

Housing Services

Help for families who have lost their housing or are at risk of losing it.

896

children gained stable housing

221

families avoid eviction through our homelessness prevention programs

730

families moved into safe, stable homes

Early Learning Center

Trauma-informed early learning for pre-kindergarten children experiencing homelessness.

13,147

free meals served to children in our Early Learning Center

67

children were enrolled in the ELC

53

families received early learning services for their children

Baby Boutique

Free store providing clothing, diapers, hygiene items, and other essentials for children birth to 18.

1,832

children received clothing and essentials

\$456K

in donated goods were provided to families

29,841

diapers were provided

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.

- **Meet your corporate social responsibility goals by helping to keep families stably housed and making it easier for them to find help.**
- **Offer solutions to a hidden epidemic that disproportionately impacts women and children of color.**
- **Gain prominent and positive exposure by aligning with a trusted 128 year old Northwest legacy organization.**
- **Stand out to your clients, employees and competitors.**

**No child
or family
should be
homeless**

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

LASTING CHANGE CAMPAIGN

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.

Reach 1,000+

#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

IN-KIND DONATION DRIVES

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.

Reach 1,000+

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:



664

2,865

1,652

829

Wellspring Family Services

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