

Sponsorship Commitment

Sponsorship Level

- ☐ \$25,000 – Hero
- ☐ \$10,000 – Champion

Contact information:

Name	
Company	Title
Address	City, State, ZIP
Telephone	Email

Payment Information:

- ☐ Please invoice
- ☐ Check made payable to American Red Cross. Write “Shelter of Hope” on the memo line of your check.
- ☐ Pay by credit card: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Name (as it appears on card)		
Billing Address	City, State, ZIP	
Telephone	Email	
Credit Card Number	Expiration Date	Security Code
Signature		

For additional information, contact:

Robert Schumann | Regional Philanthropy Officer
Serving the Central California Region | 1300 West Shaw Avenue, Suite 4B | Fresno, CA 93711
Phone: 559-396-9798 | Email: robert.schumann@redcross.org



American Red Cross
Central California Region

Please return form and payment to American Red Cross of Central California c/o your local chapter.

- | | | |
|--|--|--|
| Central Valley Chapter
1300 W. Shaw Avenue, Suite 4B
Fresno, CA 93711
559-455-1000 | Kern County Chapter
5035 Gilmore Avenue
Bakersfield, CA 93308
661-324-6427 | Pacific Coast Chapter (San Luis Obispo)
225 Prado Road, Suite A
San Luis Obispo, CA 93401
(805) 543-0696 |
| Pacific Coast Chapter (Santa Barbara)
2707 State Street
Santa Barbara, CA 93105
(805) 687-1331 | Ventura County Chapter
836 Calle Plano
Camarillo, CA 93012
805-987-1514 | |



◆ 2018 ◆

SHELTER OF HOPE



Fall 2018

For more information visit
redcross.org/hope

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559-396-9798

A Campaign to Benefit Disaster Relief

Help Us Provide Hope by Raising \$250K This Fall

When disaster strikes, relief cannot wait. Families need shelter, food, water, health services and emotional support. They need the American Red Cross.

Join us this fall as the American Red Cross of Central California introduces Shelter of Hope, a major regional fundraising campaign. The purpose of the campaign is to raise funds and awareness to support local disaster relief. From devastating home fires, to wildfires, to floods, and more, your local Red Cross is there.

On average, the Central California region responds to 2 local disasters each day. Each disaster is unique, and so are the needs of those impacted. Our goal is to raise \$250K this fall to support those in need. We cannot do this without your generosity.

The Shelter of Hope represents a simulated Red Cross emergency shelter, providing a real-life experience of being displaced from your home due to a disaster. Our Shelter of Hope will travel to Bakersfield, Fresno, San Luis Obispo, Santa Barbara and Ventura. Red Cross executives, employees, volunteers (including actual shelter workers) and community partners will be on hand to tell their personal “Stories of Hope”. Learn first-hand how your local Red Cross stays staffed, trained and outfitted to respond to disasters big and small, local and beyond.

Your generosity will provide care and compassion for families in need throughout our region. Donations enable the Red Cross to respond quickly and efficiently whenever help, hugs, and hope are needed. When disaster strikes, we are there to provide a Shelter of Hope.

American Red Cross
Central California Region

Join Us this Fall as We Tell Our Shelter of Hope Story!

The **American Red Cross** of Central California is proud to bring you **Shelter of Hope**, a new fundraising campaign. The purpose of the campaign is to raise funds to support those impacted by local disasters like home fires, wildfires and floods. **Shelter of Hope** also provides education to our community about the services of the **American Red Cross** in times of disaster.

Our mock shelter will travel throughout Central California in fall 2018. Specific **Shelter of Hope** locations and venues will be announced soon. The **Shelter of Hope** will make stops in Bakersfield, Fresno, Santa Barbara, San Luis Obispo and Ventura.

Join local **Red Cross** executives, staff and volunteers as they host the **Shelter of Hope** events in your community.

Please help us spread our message of help, hope, and comfort for those in need.

Your Red Cross Donation at Work

The **Red Cross** honors donor intent. All donations earmarked for Disaster Relief will be used to help people affected by disasters big and small. We're committed to being the very best stewards of our donors' dollar. A few examples of how disaster relief donations are used are shown below.

\$50 provides a full day of food and shelter for 1 person.

\$600 Provides financial assistance for a family impacted by a local disaster, like a home fire. This assistance helps a family purchase items immediately after a disaster, such as food, lodging, clothing and other critical needs.

\$1,000 provides food and shelter for a family of 4 for 5 days—breakfast, lunch and dinner, the costs to mobilize and distribute a cot, two blankets and a comfort kit as well as the costs of **Red Cross** workers to provide this support.

\$1,650 covers the cost to deploy a **Red Cross** Volunteer to an operation which includes travel, transportation, lodging, food and vital support systems like our Volunteer Connection portal. The average length of a disaster deployment is 11 days.

\$5,000 is the average cost of opening or preparing a shelter for 1 night and includes providing breakfast, lunch, dinner and snacks, the costs to mobilize and distribute a cot, two blankets and a comfort kit for 150 people. Also includes the costs of **Red Cross** workers to provide this support.

Support the Shelter of Hope and your local Red Cross by following us on Facebook and Twitter.



American Red Cross
Central California Region



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SHELTER OF HOPE

Partnership Opportunities & Benefits

Event Visibility and Recognition	Partnership Level					
	Hero \$25,000	Champion \$10,000	Leader \$7,500	Partner \$5,000	Neighbor \$2,500	Friend \$1,000
Be recognized as the lead sponsor of your chapter's Shelter of Hope Reception	✓					
Top billing on key Shelter of Hope materials	✓					
Serve as a speaker to represent your business at the Shelter of Hope Reception	✓	✓				
Logo placement on Red Cross regional website, print ads and mock shelter	✓	✓				
Shelter of Hope partnership plaque for your office	✓	✓	✓	✓	✓	
Shelter of Hope partnership certificate for your office	✓	✓	✓	✓	✓	✓
Employee Engagement						
Customized disaster preparedness "Ready Rating" for your company	✓					
Red Cross representative available to speak at company event	✓					
"Hands On" volunteer opportunities for employees organized by Red Cross	✓	✓				
Complimentary use of Red Cross facilities for meeting space	✓	✓	✓			
Fundraising microsite w/ company logo for employee giving	✓	✓	✓	✓		
Red Cross table at your company's wellness fair/open enrollment meeting	✓	✓	✓	✓	✓	
Personalized tour of Chapter Disaster Operations Center and Red Cross fleet	✓	✓	✓	✓	✓	✓
Communications						
Your company's staff to join Red Cross at area business networking events	✓					
"Supporting Partner" of local <i>Sound the Alarm</i> smoke alarm installation event (\$5,000 value)	✓	✓				
Your business highlighted in select Red Cross media releases.	✓	✓	✓	✓		
Recognition on Red Cross social media platforms	✓	✓	✓	✓		
Shelter of Hope Graphics Package for use on company's social media/website	✓	✓	✓	✓	✓	✓