

RESILIENT COMMUNITY PROJECT



American Red Cross
Greater Columbus Ohio

The Event

March 30, 2023 | Columbus Museum of Art | 4:00 to 6:00 p.m.

The Greater Columbus Chapter of the American Red Cross is honored to present the Resilient Community Project, created to help bridge racial, ethnic, and minority disparities in the health status and quality of life for families in our most at-risk neighborhoods. With an inspiring panel of humanitarians advocating for a more diverse, inclusive and equitable society, we hope to cultivate dialogue on the positive change we can create by uniting with purpose. This special event allows us to highlight how inequities in health, housing and hunger are impacting our mission here locally as well as our DEI and Climate Change initiatives nationally. We will underscore these critical issues and an important part of our mission: to help people prevent, prepare for and respond to emergencies before disasters strike.

The American Red Cross of Greater Columbus has prevented and alleviated human suffering in the face of emergencies—a work that is carried out by our local volunteers every day.

FY22 Stats



Collected more than **68,073** units of blood from 35,483 people



Provided **1,422** services to military members, veterans, and families



Enrolled **22,356** people in first aid/CPR/AED



Responded to **350** disasters in the Greater Columbus Chapter



Installed **1,440** free smoke alarms

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The Resilient Community Project

Ready for Summer Rally in Hilltop — May 6, 2023

Ready to Go Rally in King-Lincoln — August 19, 2023

The American Red Cross Resilient Community Project aims to help bridge racial, ethnic, and minority disparities in the health status and quality of life for families in at-risk neighborhoods. Bringing together various organizations and agencies with a like-minded focus to bridge these gaps, the Resilient Community Project, is hosting

a series of community events in these Greater Columbus communities. Families can participate in fun and educational activities, as well as onsite opportunities for physical and behavioral health screenings, diverse blood supply education and lifesaving trainings.

Initiatives

- **Trainings:** Home safety preparedness, smoke alarm evacuation plans, hands-only CPR, first aid, babysitting, general water safety, Stop the Bleed Campaign, and infant Safe Sleep practices.
- **Diverse Blood Supply Education:** Blood donations from minority groups, helps in the fight against cancer and finding a compatible match for someone with Sickle Cell Disease
- **Recruitment of Red Cross Disaster Response Volunteers** who can speak the same primary language and reflect the families they are helping to aid in a disaster.
- **Physical and behavioral health screenings,** in partnership with local healthcare organizations and volunteers. The lack of early diagnosis and basic healthcare access is a leading contributor to high mortality rates for minority groups and the biggest reason for inequality in their life expectancy.
- **Learning and engagement** with families, local leaders, and organizations of our community

Sponsorship Opportunities

Each sponsorship can be designated to any of the following American Red Cross missions.

- **Where it is Needed Most** — Support all the urgent humanitarian local needs of the American Red Cross
- **Disaster Preparedness and Response** — Help people affected by local disasters big and small
- **Blood Services** — Help ensure life-saving blood and blood products are available and as safe as possible whenever and wherever it is needed
- **Sickle Cell Disease** — One of the most essential sickle cell treatments of all is a blood transfusion from a donor of the same race or similar ethnicity.
- **Fighting Cancer** — Nearly one-quarter of the nation's blood supply is needed for Cancer patients and to continue their life-saving treatments, donated platelets are critical in strengthening them after chemotherapy and radiation. language and reflect the families they are helping to aid in a disaster.



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Sponsorship Benefits	Presenting Sponsor \$150,000	Humanity Sponsor \$100,000	Impartiality Sponsor \$50,000	Neutrality Sponsor \$24,000	Independence Sponsor \$10,000	Unity Sponsor \$6,000	Universality Sponsor \$3,900
CEREMONY MEDIA PROMOTIONS							
Press Release	Quote	Mention	Mention				
Social Media Graphics w/ Company Logo	✓	✓	✓				
Pre- & Post-Event Email Announcement	Up to 4 emails w/ logo	Up to 4 emails w/ logo	Up to 4 emails w/ logo	Up to 3 emails w/ logo	Up to 3 emails w/ logo	Up to 2 emails w/ logo	Up to 2 emails w/ logo
Recognition on Regional Social Media Accounts	up to 4 mentions w/ quote	Up to 4 mentions	Up to 3 mentions	Up to 3 mentions			
Link to Watch the Ceremony Online	✓	✓	✓	✓	✓	✓	✓
CEREMONY MARKETING VISIBILITY							
“Why Now” Video and/or 200 Word Statement	Up to 60 second video	Up to 45 second video	Up to 45 second video	Up to 30 second video	Up to 30 second video		
Electronic & Print Booklet	Prominent logo	Prominent logo	Logo	Logo	Logo	Logo	Listed
Advertorial	Double-page advertorial	Double-page advertorial	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page
Featured on Red Cross Event Website	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Listed	Listed
Print & Digital Formal Invitation	Prominent Logo	Prominent Logo	Logo	Listed on digital invite	Listed on digital invite	Listed on digital invite	
Event Signage	Prominent Logo	Prominent Logo	Logo	Logo	Logo	Listed	Listed
CEREMONY PRESENCE							
In-person Ceremony & Social Hour Tickets	25 tickets w/ reserved seating	20 tickets w/ reserved seating	15 tickets w/ reserved seating	12 tickets	10 tickets	10 tickets	3 tickets
Speaking Opportunity	Up to 2 minutes						
Verbal Recognition	✓	✓	✓				
Featured in Event Powerpoint	Prominent Logo	Logo	Logo	Logo	Logo	Listed	Listed



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RESILIENT COMMUNITY PROJECT RECOGNITION							
Event Signage & Graphics	Prominent Logo	Logo	Logo	Logo	Logo	Listed	Listed
Option to Host a Station at Neighborhood Events	✓	✓	✓	✓	✓	✓	✓
Press Release	Quote	Mention	Mention	Mention			
Email Announcement	1 @mention	1 @mention	1 @mention				
Recognition on Regional Social Media Accounts	1 @mention	1 @mention	1 @mention				
Featured on Regional Red Cross Website	Logo with hyperlink	Logo with hyperlink	Logo	Logo	Logo	Listed	Listed
Option for Employees to Volunteer at Events	✓	✓	✓	✓	✓	✓	✓

