



May 1, 2021

Dear Friend,

One year into the coronavirus pandemic, many families in our community are still struggling to survive. They are reeling from lost jobs, drowning in back rent and overdue utilities, and desperate to cover basic needs or buy food.

Please consider sponsoring SOS's Road to Home fundraiser this year. Your sponsorship gift will help people who are experiencing economic hardship during the pandemic. SOS has seen a 30% increase in demand at our food pantry this past year. In the months ahead, we expect the surge in requests for help to continue as families who live paycheck to paycheck will continue to struggle to meet basic needs.

We are planning our 12th annual Road to Home fundraiser on Tuesday, October 5, 2021. This year we are honored to have Jerry Kozak and Ricky Winowiecki, as our event chairs. We will host a hybrid event with options for in person and virtual participation. Event details will be finalized with attention to public health guidelines and will be shared with guests this summer. The program will include entertainment and a silent auction of unique artisan bowls. This year, we will continue our tradition and auction empty bowls to remind us of those whose bowls are always empty. Last year, more than 200 people supported Road to Home and attended from all over Washtenaw County and southeast Michigan.

I have enclosed a form outlining the benefits of becoming a sponsor, along with more information about SOS. Your generous support will end homelessness for local families, and prevent many more from losing their homes. We hope you will consider becoming a sponsor this year.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Cecil".

Barbara Cecil
Development Director

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About SOS Community Services

SOS Community Services is a leading non-profit organization in Washtenaw County, Michigan. The Road to Home supports SOS's mission to prevent and end homelessness for local families. The silent auction of empty bowls at Road to Home reminds us of those whose bowls are always empty.

SOS was founded in 1970 and today serves more than 8,000 people each year. SOS focuses on assisting at-risk and homeless families with children. SOS helps families find housing, employment, provide support to children, and connects them with basic needs. The agency is located on the eastern side of the county (Ypsilanti)—where there is an increased need for support. More information about SOS Community Services is available at www.soscs.org.

Who SOS serves?

Most families are experiencing the negative effects of job loss, housing shifts, medical expenses, and other financial emergencies. Last fiscal year, the following impact was achieved:

- We housed 346 parents & children who were experiencing homelessness.
- We filled 26,179 requests for food.
- We provided 734 people with utility relief, bus fare, baby food, and diapers.
- We helped 69 at-risk children learn and grow in a healthy way through Parents as Teachers.
- We help 83% of families find permanent housing.

How One Family Was Helped

Thanks to supporters like you, SOS continued and increased food distribution during the pandemic when the need for emergency food surged. Last spring, one father called to see if he could get food. He actually cried when he found out he could get food at SOS that same day. He said he called five pantries and they were all closed because of COVID. He was really worried his kids would have nothing. The demand for food at SOS's pantry continues to be higher than usual now that pandemic has continued into 2021.

How Your Support Makes a Difference

- Your gift of \$5,000 could provide a family with housing and help for five months
- Your gift of \$1,000 could provide a family with housing and help for a month.
- Your gift of \$500 could provide groceries to 129 families in need of food.
- Your gift of \$250 could help two at-risk children access development screening.



The Road to Home 2021 Event Sponsorship

Road to Home supports SOS's mission to prevent and end homelessness. The event includes a silent auction of empty bowls to remind us of those whose bowls are always empty.

Our sponsorship opportunities are designed to help you meet your marketing objectives. Sponsors will be included on promotional materials before and during the event, on the SOS website, in the event invitation, and in a November 2021 Ann Arbor Observer advertisement mailed to 53,000 households.

To be listed on the event invitations, sponsorship forms must be received by July 16, 2021. To be listed on event materials, sponsorship forms must be received by September 3, 2021.

Ads should be submitted by September 3, 2021 to be included in the program. Please send electronically to Barbara Cecil, barbarac@soscs.org. Accepted formats include high-resolution pdf, jpeg, or tiff.

Golden Jubilee Bowl – Starting at \$10,000

- 10 tickets to the virtual or in person event
- Full page ad in the event program
- Company or Name announced during event
- Social media spotlight and inclusion in event promotional materials, website, & invitation

Healthy Bowl – Starting at \$2,500

- 6 tickets to the virtual or in person event
- Quarter page ad in the event program
- Social media spotlight and inclusion in event promotional materials, website, & invitation

Family Bowl – Starting at \$1,000

- 4 tickets to the virtual or in person event
- One-eighth page ad in the event program
- Inclusion in event promotional materials, website, & invitation

Power Bowl – Starting at \$5,000

- 8 tickets to the virtual or in person event
- Half page ad in the event program
- Company or Name announced during event
- Social media spotlight and inclusion in event promotional materials, website, & invitation

Friendship Bowl – Starting at \$500

- 2 tickets to the virtual or in person event
- Name or logo in event program
- Inclusion in event promotional materials, website, & invitation

You may purchase additional tickets to Road to Home. Tickets cost \$150 each.

****Please turn page over to complete the sponsorship registration form.****



The Road to Home 2021 - Sponsorship Form

Contact Information

Name of Business/Sponsor

Contact Name

Address

City State Zip

Phone/Email

Select a Sponsorship Level (check one):

\$10,000 – Golden Jubilee

\$5,000 – Power Bowl

\$2,500 – Healthy Bowl

\$1,000 – Family Bowl

\$500 – Friendship Bowl

Event Tickets -- \$150 each

Quantity \$500 – Friendship Bowl

Website Address

Payment Information

Cash Check Credit Card **Amount Enclosed:** \$ _____

Type of Card: Visa Master Card Discover American Express

Name (as it appears on credit card)

Credit Card #

Exp. Date

Signature

Date

Sponsor Agreement

My company agrees to the terms associated with the selected sponsorship level or in-kind donation.

Name (print)

Title

Signature

Date

Please complete and return this form with payment to: SOS Community Services 101 S. Huron St, Ypsilanti MI 48197