



July 25, 2022

Dear Friend,

Families who live paycheck to paycheck lost work and income during the pandemic and struggled to survive. Now inflation has suddenly increased the costs of basic necessities like food and housing. Families who do not have the income to pay more will face homelessness and hunger. **They need your help now more than ever.**

Please consider sponsoring SOS's Road to Home fundraiser this year. This year, your gift will go twice as far. **Bank of Ann Arbor and other supporters have agreed to match new sponsorships dollar for dollar up to \$25,000.**

We are planning our 13th annual Road to Home fundraiser on Wednesday, October 19, 2022. This year we are honored to have Kris & John Evangelista as our event chairs. We will host an in-person event at Sesi Lincoln. 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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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.

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 17,000 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 276 parents & children who were experiencing homelessness.
- We fed 17,406 people.
- We provided 930 people with utility relief, bus fare, baby food, and diapers.
- We helped 75 at-risk children learn and grow in a healthy way through Parents as Teachers.
- We help 91% of families find permanent housing.

How One Family Was Helped

Thanks to supporters like you, families facing homelessness during the pandemic got the help they needed. Claudia had two young boys. And she was eight months pregnant when she fled from her violent boyfriend. They lived in her SUV for a few weeks. Then, she called for shelter. SOS helped her find an apartment. She was able to deliver her first daughter knowing she had a home for her new baby. Now, Claudia and her children are happy, healthy, and safe in their new apartment. Claudia is planning on going back to school! You can make a difference for more people like Claudia by supporting SOS.

The Road to Home 2022 Event Sponsorship

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 an Ann Arbor Observer advertisement mailed to 53,000 households.

To be listed on the event invitations, sponsorship forms must be received by July 25, 2022. To be listed on event materials, sponsorship forms must be received by September 16, 2022. **Ads should be submitted by September 16, 2022 to be included in the program.** Please send electronically to Barbara Cecil, barbarac@soscs.org. Accepted formats include high-resolution pdf, jpeg, or tiff.



How Your Support Makes a Difference

- Your gift of \$10,000 could provide a family with housing and help for nine months
- Your gift of \$5,000 could prevent eviction for 7 families at-risk of losing their homes.
- Your gift of \$2,500 could provide 20 nights of shelter to a family.
- Your gift of \$1,000 could help eight at-risk children support for health, growth, and learning.
- Your gift of \$500 could provide groceries to 60 families in need of food.

The Road to Home 2022 Event Sponsorship Levels

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.

Community 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

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

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

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 2022 - Sponsorship Form

Contact Information

Name of Business/Sponsor

Contact Name

Address

City State Zip

Phone/Email

Select a Sponsorship Level (check one):

<input type="checkbox"/>	\$10,000 – Community Bowl
<input type="checkbox"/>	\$5,000 – Power Bowl
<input type="checkbox"/>	\$2,500 – Healthy Bowl
<input type="checkbox"/>	\$1,000 – Family Bowl
<input type="checkbox"/>	\$500 – Friendship Bowl
<input type="checkbox"/>	\$150 each – Extra Event Tickets

Quantity

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