



Wayside  
RECOVERY CENTER

# EmpowerMe Breakfast

May 21, 2021 | 7:50 - 8:45 a.m.



**SPONSORSHIP OPPORTUNITIES**



## Event Overview

### Purpose

For the past 17 years, Wayside has brought together 250 business professionals, board members, donors and alumnae to celebrate the success of Wayside women, children and families as they pursue their lives in recovery.

### Goal

To empower attendees to:

- ♥ Make real change for thousands of families in our community impacted by addiction and trauma;
- ♥ Increase their understanding about addiction by hearing one woman's inspiring story of how Wayside empowered her with the tools she needed to achieve the life she deserves; and
- ♥ Help us raise \$75,000 in support of our life-changing services: mental health and addiction treatment, children's mental health, supportive housing, and recovery services for the whole family.

### Timeline

7:50 - 8:00am	Pre-show
8:00 - 8:35am	Program & Alumnae Presentation
8:35 - 8:45am	Fund-A-Need





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## About Us

### Our Mission

Breaking the cycle of addiction and trauma for women, children and families.

### Our History

In 1954, Wayside House began with a mission to help women improve the quality of their lives. Within five years we included support for the substance use that was adversely affecting our clients. We recognized the correlation between addiction and trauma stemming from gender violence, historical racism, and oppression of human rights and respond with trauma-informed and culturally intelligent care designed specifically for women and their families.

In 2020, we began offering primary healthcare, psychiatric services, and 24-hours crisis care to address the full spectrum of needs our clients experience. Today, Wayside is improving health equity in our community with services that are more accessible and affordable than ever before.

Learn more about our work and community impact [online](#).





# Wayside

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## About Us

### *Our Impact on the Community*

Wayside serves over 700 women and 380 children and family members annually. Our clients have significant histories of addiction, trauma, homelessness, and child protection involvement. Over 96% of all the women we serve come from intergenerational poverty and oppression. Our unique model of care serves women who are pregnant and parenting to break the intergenerational cycle of addiction and trauma by treating both mother and child.

Of those served last year:

- ♥ 73% were maintaining sobriety 6 months after discharge,
- ♥ 91% were in safe and sober housing,
- ♥ 82% experienced improved health,
- ♥ 88 families were reunified by the successful closing of a child protection case.

*Your support makes all the difference.*

**We cannot do it without you.** Government contracts and insurance subsidies only cover 48% of the cost of treatment. The support of organizations like yours is the difference between providing short-term treatment and creating lasting change for families in our community.





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## Levels of Support

### \$10,000 Empowerment Sponsor

- ♥ Opportunity to record brief message or advertisement to include in virtual program
- ♥ Premiere logo placement on program materials including the invitations, event program and signage, and annual report
- ♥ Recognition from the emcee throughout the Breakfast Program
- ♥ Logo placement on website, Facebook, Instagram, Twitter and LinkedIn as our lead sponsor
- ♥ Opportunity for company representative to participate in the "Welcome" at event
- ♥ An opportunity to provide host gifts to guests
- ♥ Premiere logo placement on promotional video shared with community stakeholders, local media, Wayside's website and YouTube channel

### \$7,500 Generational Impact Sponsor

- ♥ Premiere logo placement on program materials including the invitations, event program and signage, and annual report
- ♥ Recognition from the emcee throughout the Breakfast Program
- ♥ Logo placement on website, Facebook, Instagram, Twitter and LinkedIn as our lead sponsor
- ♥ Opportunity for company representative to participate in the "Welcome" at event
- ♥ Opportunity to provide host gifts to guests
- ♥ Premiere logo placement on promotional video shared with community stakeholders, local media, Wayside's website and YouTube channel



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# Levels of Support

## \$5,000 Path to Freedom Sponsor

- ♥ Premiere logo placement on program materials including the invitations, event program and signage, and annual report
- ♥ Recognition from the emcee throughout the Breakfast Program
- ♥ Logo placement on website, Facebook, Instagram, Twitter and LinkedIn as our lead sponsor
- ♥ Opportunity for company representative to participate in the "Welcome" at event
- ♥ An opportunity to provide host gifts to guests

## \$2,500 Family Healing Sponsor

- ♥ Prominent logo placement on program materials including event program and annual report
- ♥ Logo placement on our website, Facebook, Instagram, Twitter and LinkedIn
- ♥ Recognition from the emcee at the beginning of the Breakfast Program
- ♥ An opportunity to provide host gifts to guest

## \$1,500 Recovering Hope Sponsor

- ♥ Logo placement on program materials including event program and annual report
- ♥ Logo placement on our website, Facebook, Instagram, Twitter and LinkedIn
- ♥ Recognition from the emcee at the beginning of the Breakfast Program





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## Levels of Support

### \$1,000 Caring Partner Sponsor

- ♥ Logo placement on program materials including event program and annual report
- ♥ Recognition from the emcee at the beginning of the Breakfast Program

### Peer-2-Peer Fundraising with Wayside

Engage your employees in an exciting fundraising challenge that supports Wayside! Register your organization as a fundraising team and you can pool your collective generosity to achieve a fundraising goal that's right for you. Employee giving campaigns have been shown to increase employee satisfaction, improve morale through fun and healthy competition for a good cause, and create community among coworkers working remotely or at other sites. Contact Hillary Luther at [Hillary.Luther@waysiderc.org](mailto:Hillary.Luther@waysiderc.org) or call 612-708-4741 to learn more.

### Reach Out Today

**For sponsorship information** please contact Teresa Evans, Chief Advancement Officer, at [Teresa.Evans@waysiderc.org](mailto:Teresa.Evans@waysiderc.org) or call 952-737-5118.





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[waysiderecovery.org](http://waysiderecovery.org)