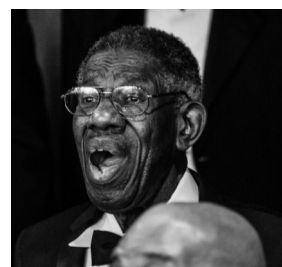




# WINTER WONDERLAND AT THE BALLPARK SPONSORSHIP PACKET 2017





Dear Friend -

On behalf of Experiment in Self-Reliance, we would like to thank you for your continued support of our agency. Supporting our programs and fundraising events has allowed ESR to provide valuable services to thousands of low-moderate income individuals and families in our community. We are grateful for the partnerships we share, and we would like to continue to serve the community together. As we continue to develop our programs and provide vital services to our residents, it is essential to cultivate relationships with the community and meet others who share a passion for self-reliance. One of the ways ESR accomplishes this is by having fundraising events and inviting current and potential donors and partners.

## THE NEED

Our Winter Wonderland at the Ballpark Event, scheduled for February 19, 2017, is a way to raise funds for our programs and services, as well as offer a time of fellowship and thanksgiving for our donors. Donors and potential donors are able to connect with staff and clients and learn about the impact of our services. Sponsorships for this event go a long way in providing the space and accommodations necessary for a successful event, and also help to offset costs for the agency so dollars raised can go straight to helping our clients.

## THE EVENT

ESR's signature Winter Wonderland Event offers partners and donors the chance to come together on a Sunday afternoon and fellowship. Heavy hors d'oeuvres are served, and participants can bid on silent auction items. Last year, the Twin City Choristers performed and they were awesome! This year, we will have a jazz performance by Diana Tuffin with featured trumpet Joe Robinson!

## OUR HISTORY

ESR was chartered in 1964 as one of the original 11 Community Action Agencies (CAAs) in North Carolina. The nation-wide movement was born of the Equal Opportunity Act of 1964, the economic twin of the Civil Rights Act. In the beginning, the agency had a pivotal role in launching local organizations such as HeadStart, Crisis Control, TransAid, Legal Aide and others. Later, ESR helped launch senior, youth, and emergency assistance services.

For over 50 years, ESR has served the working low-income and chronically homeless in the Winston-Salem/Forsyth County community. Our clientele consists primarily of households with income below poverty level as defined by the federal government.

## OUR MISSION AND PROGRAMS

ESR's mission is to empower working low-income and chronically homeless individuals and families to achieve their full potential for long-term social and economic self-reliance. This mission is accomplished





through our five core programs:

**Self-Sufficiency:** Our Self-Sufficiency Program is ESR's signature program and is based on the premise that with proper planning, information, support, and accountability, virtually everyone can achieve some level of economic self-reliance. The program is conducted through intensive case management and allows each client to custom design their own plan for achieving self-sufficiency by continuing their education and improving their income.

**Housing:** The Housing Program assists the working homeless in stabilizing their employment, housing, financial, familial, and psychological circumstances in a way that helps them achieve their highest possible standard of living. By working in cooperation and collaboration with other agencies in the Winston-Salem/Forsyth County area, ESR can provide essential, non-duplicated services to clients in need in a cost-effective manner.

**New Century IDA:** New Century IDA (Individual Development Account) focuses on helping families build their assets and achieve homeownership. IDA Success Coaches help participants navigate a comprehensive program of financial education, accompanied by a tailored schedule of matched savings toward a down payment on a home. New Century IDA has achieved the highest per capita success rate in the nation, placing over 560 homeowners into the community and representing over \$66 million in taxable property assets.

**Forsyth Free Tax:** In coordinating this initiative, ESR leads the VITA (Volunteer Income Tax Assistance) Engagement Committee, a collaboration that provides free tax preparation for low to moderate income families at sites throughout Winston-Salem and Forsyth County. The Forsyth Free Tax program ensures that those who qualify for the EITC (Earned Income Tax Credit) receive it. Numerous businesses, educational, non-profit, and government partners participate in the program, which assists over 4,000 individuals and families each year, helping to bring in millions of dollars in tax refunds to families and the community. Community tax preparation sites are available throughout Forsyth County to provide free tax preparation services during tax season.

**Road to Empowerment:** Road to Empowerment provides financial literacy, career enhancement training, credit counseling, and asset building classes to the community. In this program, it is not necessary to be a client.

## CONCLUSION

ESR would love for you to consider sponsoring our Winter Wonderland at the Ballpark Event! We would be happy to talk with you more about this opportunity. Please call Twana W. Roebuck at 336-722-9400 ext. 137 or email her at [twana.roebuck@eistr.org](mailto:twana.roebuck@eistr.org). Thank you for your consideration, and we look forward to hearing from you!

Sincerely,

Helen Monroe  
Community Volunteer

Twana W. Roebuck  
Executive Director, ESR

# SPONSORSHIP OPPORTUNITIES

	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Table Sponsor \$500
Table(s), seating 8 guests per table	2	1		1
Tickets			4	
Dinner	x	x	x	x
Verbal recognition at awards reception	x	x	x	
Recognition in program	x	x	x	x
Banner at event	x	x		
Mention in pre and post press releases	x			
Sponsorship listed on website	x			