

# *New Hope, New Beginnings*



## **Sponsorship Proposal**

### **Benefiting Food For The Poor's House Building Program**



**Boca West Country Club  
February 6, 2010**



# *New Hope, New Beginnings*

## **The Organization**

Food For The Poor, the largest international relief and development organization in the nation, does much more than simply feed the millions of hungry poor in 17 countries of the Caribbean, Latin America and Mexico. We provide emergency relief assistance, clean water, medicines, educational materials, homes, support for orphans and the aged, skills training and micro-enterprise development assistance, with more than 96% of all donations going directly to programs that help the poor.

## **The Need**

The gala will focus on the dire housing needs in Latin America and the Caribbean. At the 2009 event, more than 56 homes were funded as a result of the guests' generosity. Angel Aloma, Executive Director of Food For The Poor, reminded guests of the many essentials of life that we in the United States sometimes take for granted: a home, a key to lock our home, a roof, electricity, running water, access to schools and health care facilities, and much more.

## **The Event**

The 15<sup>th</sup> annual premier fundraising event, *New Hope, New Beginnings*, will be held on Saturday, February 6, 2010, at the Boca West Country Club. Guests will be treated to an elegant evening of dinner, dancing and a fabulous silent auction. The silent auction, with art and collectibles from the Caribbean and Latin America, will also include designer jewelry, vacations, original art, golf foursomes and intimate dinners for two. Guests will then enjoy a gourmet dinner and dance the night away. Lastly, guests will participate in the House Rally where they will have the opportunity to build a home and provide hope for a destitute family.



## Sponsorship Levels and Benefits

### \$25,000 – Gold Level Sponsorship

- ✧ Five homes to be built in your name in the Caribbean or Latin America.
- ✧ Name recognition as a principal sponsor on 5,000 invitations distributed in Florida.
- ✧ Full-page advertisement from your camera-ready artwork in the event program book.
- ✧ Logo and name in event video presentation.
- ✧ Name and logo recognition as a top-level sponsor in all press releases.
- ✧ Top-level sponsor listing in all other *New Hope, New Beginnings* related publications.
- ✧ Presentation of recognition plaque to you or your corporate representative.
- ✧ Two tables of ten at the event.

### \$10,000 – Silver Level Sponsorship

- ✧ Two homes to be built in your name in the Caribbean or Latin America.
- ✧ Name recognition on 5,000 invitations distributed in Florida.
- ✧ Full-page advertisement from your camera-ready artwork in the event program book.
- ✧ Logo and name in event video presentation.
- ✧ Name and logo recognition as a sponsor in all press releases.
- ✧ Top-level sponsor listing in all other *New Hope, New Beginnings* related publications.
- ✧ Presentation of recognition plaque to you or your corporate representative
- ✧ One table of ten at the event.

### \$5,000 – Bronze Level Sponsorship

- ✧ Full-page advertisement from your camera-ready artwork in the event program book.
- ✧ Name recognition on the sponsor page in the event program book.
- ✧ Corporate or individual name recognition as a sponsor in all press releases.
- ✧ Sponsor listing in all other *New Hope, New Beginnings* related publications.
- ✧ Presentation of recognition plaque to you or your corporate representative.
- ✧ One table of eight at the event.

### \$3,000 – Copper Level Sponsorship

- ✧ Full-page advertisement from your camera-ready artwork in the event program book.
- ✧ Name recognition on the sponsor page in the event program book.
- ✧ Four reserved seats at the event.



Congratulatory or Business Ad  
in Event Program Book

**ADVERTISING RATES**

**Full Page Ad**  
**Dimensions: 8" w X 5" h**  
**\$750**

*Prices are for camera-ready art.  
Final ad size includes border and no bleed.*

**Copy Format:**  
All photos 300+ dpi

**Compatible Programs:**  
Adobe Photoshop, Adobe Illustrator, InDesign and Quark Express

**Media for sending completed ad:**  
CD, DVD or high res .pdf file

Ads can be sent via email to [kathyl@foodforthe poor.org](mailto:kathyl@foodforthe poor.org) or mailed to:  
Food For The Poor, Attn: Kathy Leggatt, 6401 Lyons Road, Coconut Creek, FL 33073

***Note: Please be sure to include contact information for follow-up.***  
***ARTWORK IS DUE BY DECEMBER 21, 2009 !!!***

# SPONSORSHIP RESPONSE FORM

February 6, 2010 at The Boca West Country Club

## PLEASE CHECK THE APPROPRIATE BOX:

### SPONSORSHIP:

- Gold (\$25,000)
- Silver (\$10,000)
- Bronze (\$5,000)
- Copper (\$3,000)

### OTHER:

- Congratulatory or Business full-page ad in gala program book (\$750)

### TICKETS:

- Table of 10 at the event (\$2,000)
- \_\_\_\_\_ Individual Tickets (\$200 per person)



Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Credit Card Info (circle): AMEX MC VISA DISC

Total Amt. to be Charged \_\_\_\_\_ Card # \_\_\_\_\_ Exp \_\_\_\_\_

Card Holder's Name \_\_\_\_\_ Billing Zip \_\_\_\_\_

For Office Use Only: SC \_\_\_\_\_ D# \_\_\_\_\_ IC \_\_\_\_\_ Cat \_\_\_\_\_ Mail Stat \_\_\_\_\_

## ~PLEASE LIST GUEST NAMES FOR YOUR TABLE~

The following parties will be seated at my table (please print):

1. \_\_\_\_\_  
3. \_\_\_\_\_  
5. \_\_\_\_\_  
7. \_\_\_\_\_  
9. \_\_\_\_\_

2. \_\_\_\_\_  
4. \_\_\_\_\_  
6. \_\_\_\_\_  
8. \_\_\_\_\_  
10. \_\_\_\_\_

Please make checks payable to:  
Food For The Poor, Inc.  
Attn: Special Events  
6401 Lyons Road  
Coconut Creek, FL 33073  
Phone: (954) 427-2222 Fax: (954) 426-6500

**Artwork for the  
program book is due  
December 21, 2009**

For additional information, please call Kathy Leggatt at (954) 427-2222, ext. 6646  
or visit [www.foodforthe poor.org/boca](http://www.foodforthe poor.org/boca).

The amount of your donation exceeding the cost of your meal is tax deductible by law.  
All contributions are tax-deductible under IRS code section 501(c) (3).

# Food For The Poor Fast Facts

- ☞ Now celebrating its 27<sup>th</sup> year of operation, Food For The Poor (FFP) is an interdenominational Christian relief and development organization working primarily in 17 countries in the Caribbean, Latin America, as well as the United States, to assist the poorest of the poor. By working together with pastors, missionaries and churches in these regions, we ensure that the aid is reaching those who need it most.
- ☞ Food For The Poor does much more than feed the millions of hungry individuals. We drill life-giving water wells for those who otherwise wouldn't have clean drinking water; we provide lifesaving medical care; we build homes for families without adequate shelter; we provide skills training and micro-enterprise opportunities that enable the poor to work; and we give children an education that will enable them to break free from the cycle of poverty that has ensnared generations.
- ☞ Since our founding in 1982, Food For The Poor has distributed more than 48,000 tractor-trailer loads of aid to the poor. We have also built more than 55,000 housing units for people desperately in need of adequate shelter, and completed more than 750 water projects that provide lifesaving water and sanitation to hundreds of thousands of villagers in need.
- ☞ In 2008, Food For The Poor shipped 4,637 tractor-trailer loads of aid and built 8,417 new housing units in the region.
- ☞ Fundraising and other administrative costs in 2008 comprised less than **3%** of our expenses; more than **97%** of all donations go directly to programs that help the poor.
- ☞ There are currently 17 Jamaican and 18 Haitian fishing villages in operation. An additional three fishing villages are nearing completion in Haiti. FFP supplies destitute coastal villages with four fiberglass boats with outboard engines, global positioning systems (GPS), fishing tackle, 100-quart coolers, safety equipment, a gear shed with freezer, generator and a powerful solar light for the village common area. Fishing villages transform communities by offering residents hope and an opportunity to improve their lives.
- ☞ Our fruit tree program, started in 2007, has accomplished the planting of more than 100,000 fruit trees in Haiti and Jamaica. Our goal for 2009 is to multiply this achievement.
- ☞ We have completed 212 tilapia ponds that supply much-needed protein to communities, feeding programs and schools.
- ☞ Our Angels Of Hope program sponsors more than 3,400 children in 89 orphanages throughout the Caribbean and Latin America. The children receive food, clothing, shelter, education and lots of love and attention.
- ☞ *Forbes* magazine has given Food For The Poor outstanding ratings of 97% in charitable commitment and 98% in fundraising efficiency. In a survey of the 200 largest U.S. charities, Food For The Poor was ranked the fourth-largest recipient of private support. *December 2008*
- ☞ In the latest available ratings, Food For The Poor received the highest possible grade, four stars, from *Charity Navigator* for 2007, and five stars from *Ministry Watch* for 2007.
- ☞ *The Chronicle of Philanthropy* has ranked Food For The Poor as the largest international charity in the US, and the fifth-largest charity in the nation. (Rankings based on private support.) *October 2008*
- ☞ *Better Business Bureau* reports that Food For The Poor meets the extensive standards of America's most experienced charity evaluator. *June 2008*

**April 2009**