



Women's Center & Shelter  
of Greater Pittsburgh



## Corporate Partnership Opportunities





*“Women’s Center & Shelter means a lot to me. I love talking to the other girls in group and there is no judgement. I feel it helped me a lot.”*



*“This organization is more than a shelter. It is a magnificent place where they provide tremendous emotional support.”*

The mission of Women’s Center & Shelter is to advance the safety and wellbeing of victims of intimate partner violence and prevent and respond to intimate partner violence through social change.

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# Why Partner with Women's Center & Shelter?

Women's Center & Shelter of Greater Pittsburgh (WC&S) was one of the nation's first six domestic violence shelters and continues to be a leading provider of services for survivors of intimate partner violence (IPV) in Allegheny County. WC&S offers a wide range of healing-focused programs such as a 24-Hour Hotline, Emergency Shelter, Legal Advocacy, Support Groups, a Children's Program, Medical Advocacy and much more, all steered by our values of empowerment, advocacy, community, and sanctuary.

Your partnership will help to change the life of someone affected by IPV and display your commitment to making our community a safer place. As WC&S continues to grow, so does our profile in local media and the community. We are excited to share the spotlight with partners who make our work possible and provide them unique giving and volunteer opportunities to build camaraderie among employees.

## WC&S in the Media

Women's Center & Shelter is regularly in the news for its work on systems advocacy and expertise on the topic of IPV. WC&S averages 80 media hits annually in outlets such as:

- KDKA CBS Pittsburgh
- 90.5 WESA
- Butler Eagle
- CNET
- Comcast Newsmakers
- KDKA News Radio
- Next Pittsburgh
- Pittsburgh Business Times
- Pittsburgh Cable News Channel
- Pittsburgh Post Gazette
- RMU Sentry Media
- South Pittsburgh Reporter
- Sparkt
- Spectrum News
- The 412
- The Globe
- The Incline
- Trib Live
- WPXI
- WTAE
- WTHR

## WC&S Direct Mail

WC&S reaches more than 75,000 individuals each year through direct mail, including annual appeals and *Rosewood*, WC&S's bi-annual newsletter (see Matching Pool Sponsorships on page 7 for more information).

## WC&S Online



5,380 new users each month  
13,800 page views each month



Reaching over 795,000 people each month  
Engaging nearly 13,600 people each month



Making 24,500 impressions each month  
Engaging over 560 people each month



Gaining 56 new followers each month



Gaining 15 new followers each month



Your life-changing support made quite the

# PowHERful Impact in 2018-19!



**8,000+**  
ADULTS & CHILDREN

received critical services to escape domestic violence and build safer lives

**348** children healed from trauma by receiving **6,667** hours of direct service

**89%** of those with known destinations obtained safe, affordable housing upon leaving Shelter



**80%** of Shelter residents reported less depression



The **RIL** Team served over **500** refugee, immigrant, and Limited-English speakers

**265** adult survivors

and **246** child survivors spent

**16,612**

nights in Emergency Shelter

**507**

**CYF** (Children, Youth & Families) new clients received services

**262** caseworkers received consultations

**INC**

(Immediate Needs Coordination) **235** new clients received services

**537 MENS** (Men Embracing Non-violence & Safety) participants received battering intervention

**5,137** crisis callers received safety planning, emotional support, and resources



**338** non-resident clients received **3,289** hours of direct service through Support Groups and individual therapy



Because of you, **3,673** survivors of IPV received

**7,314** hours of **Legal Advocacy**

and the attorneys in our

**Civil Law Project** opened **635**

new cases serving **434** new clients



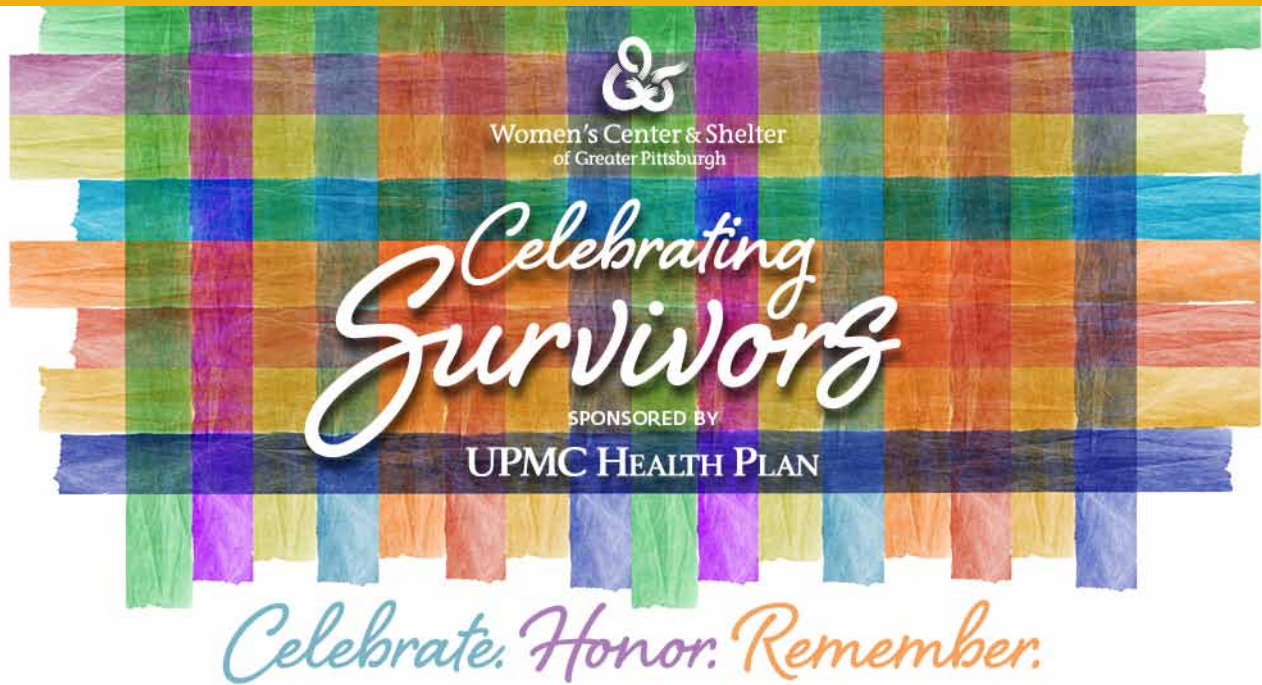


*“There is no better feeling than being independent, strong, hopeful and **feeling safe.**”*

*“I’ve learned that **I am capable** of overcoming adversity and that **I am valuable.**”*



# Event Sponsorships



WC&S' major annual fundraising event, Celebrating Survivors brought nearly 400 members of the community together in 2019 to celebrate survivors of intimate partner violence, remember those who have lost their lives to IPV and honor two individuals with Ted Craig Humanitarian Awards.



# Celebrating Survivors

## **\$10,000 Children's Ambassador**

You can provide 400 hours of trauma-informed child care and expressive activities to children enrolled in the WC&S Children's Program. Your sponsorship includes:

- Sixteen (16) event registrations with reserved seating
- VIP reception
- Company logo included on save the date postcards, invitations, event email blasts, on the Celebrating Survivors web page of the WC&S website and in the event slideshow
- Premier company logo placement on event signage
- Full-page acknowledgment in program book
- Recognition as a sponsor on all WC&S social media platforms
- Post-event recognition in online and/or print publication (TBD)
- Corporate partner highlight on WC&S' website

## **\$5,000 Empowerment Ambassador**

You can provide 160 hours of support group counseling through WC&S' Empowerment Center. Your sponsorship includes:

- Ten (10) event registrations with reserved seating
- VIP reception
- Company logo included on save the date postcards, the event invitation, select event email blasts, on the Celebrating Survivors web page of the WC&S website and in the event slideshow
- Company logo placement on event signage
- Half-page acknowledgment in program book
- Recognition as a sponsor on select WC&S social media platforms
- Post-event recognition in online and/or print publication (TBD)
- Corporate partner highlight on WC&S' website

## **\$3,000 Freedom Ambassador**

You can provide 100 hours of crisis counseling to survivors of IPV on the WC&S 24-Hour Hotline. Your sponsorship includes:

- Eight (8) event registrations with reserved seating
- VIP reception
- Company name included on the event invitation, select event email blasts, on the Celebrating Survivors web page of the WC&S website, event signage, and in the event slideshow
- Quarter-page acknowledgment in program book
- Recognition as a sponsor on select WC&S social media platforms



# Celebrating Survivors

## **\$1,800 Safety Ambassador**

- Six (6) event registrations
- Name listing in Program Book
- Recognition as a sponsor on select WC&S social media platforms and on the Celebrating Survivors web page of the WC&S website

## **\$1,000 Corporate Ambassador**

- Two (2) event registrations
- Name listing in Program Book

## **Acknowledgment Opportunities**

Full-page acknowledgment (5 x 8) - \$1,000

Half-page acknowledgment (5 x 4) - \$500

Quarter-page acknowledgment (2.5 x 4) - \$250

## **Other Opportunities**

Bar Sponsor - \$2,500 (*Signage at bars, full-page acknowledgement, recognition as a sponsor on select WC&S social media platforms and on the WC&S website*)

VIP Sponsor - \$2,000 (*Signage at VIP reception, full-page acknowledgement, recognition as a sponsor on select WC&S social media platforms and on the WC&S website*)

Dessert Sponsor - \$1,500 (*Branded napkins with dessert and half-page acknowledgement*)

## **Custom Opportunities**

We are happy to work with you to create a sponsorship package that is right for your business.

## **Important Dates for Sponsor Recognition**

Mid January, 2020

Early March, 2020

Mid April, 2020

April 24, 2020

Save the Date is mailed

Invitations mailed

Program Books printed

Celebrating Survivors 2020

# Event Sponsorships

## WC&S DV Awareness Month Happy Hour



WC&S hosts a Happy Hour fundraiser each October during Domestic Violence Awareness Month. The Happy Hour brings together more than 100 people to learn about intimate partner violence, and how attendees can get involved to support IPV survivors and their children. Your sponsorship underwrites the cost of these educational gatherings.

### **\$2,500 Host Sponsor (1 available)**

- Company logo included on invitations, event email blasts, the Happy Hour event page, and in the event presentation
- Opportunity for company representative to speak during event program
- Company logo placement on event signage
- Recognition as a sponsor on WC&S social media platforms
- Eight (8) event registrations

### **\$1,000 Friend Sponsor (1 available)**

- Company logo included on invitations, event email blasts, the Happy Hour event page, and in the event presentation
- Company logo placement on event signage
- Four (4) event registrations



# Match Pool Sponsorships

Research shows that when a nonprofit offers a match pool during a fundraising drive, it increases the average gift size, the number of donations received and gross revenue. With your sponsorship of a match pool, you will help WC&S make the most of its fundraising efforts and provide more hope to the adults and children who rely on WC&S. **Last year, WC&S leveraged match pools to increase the amount raised on Giving Tuesday by 500% over the previous year and to host a one-day Flash Match that raised five times the amount of the match pool.**

## Creating a Match Pool

1. **You choose the amount you wish to donate.** This is the ceiling for your match pool - no matter how much money is raised, you only donate up to the agreed upon amount.
2. **You choose the fundraising appeal you'd like to sponsor.** There are plenty of opportunities for matches, including:

**Annual Appeals** (Sent twice a year to thousands of donors and prospective donors during the end of the year and spring/summer.)

**The Mission Moment at Celebrating Survivors** (A live fundraising appeal at WC&S' premier fundraising event, April 24, 2020.)

**#GivingTuesday** (Giving Tuesday kicks off the charitable season when many focus on their holiday and end-of-year giving. Tuesday after Thanksgiving.)

**Flash Matches** (One-day match opportunities publicized primarily through e-blasts. Scheduled any time.)

**Adopt-a-Family** (WC&S' annual gift card drive to support clients during the holiday season.)

3. **WC&S publicizes that every donation made during the appeal is matched dollar for dollar by our generous sponsor(s).** That's you!

### Match Pool Sponsor

**Benefits are customized based on the size of the match pool and the type of appeal chosen, but may include:**

- Company logo placement on appeal letters and in appeal email blasts to targeted groups of donors
- Logo placement on the appeal web page on WC&S' website
- Recognition as a Match Pool Sponsor on select WC&S social media platforms and in acknowledgement letters to appeal donors

# Volunteering



Volunteering with your colleagues at Women’s Center & Shelter is a rewarding experience that not only makes a difference in the lives of IPV survivors and their children, but also acts as a great team building experience. Most of our corporate volunteer opportunities are best suited for smaller groups of 5-8 volunteers and include:

## **Meal Preparation**

Put your culinary skills to good use by preparing a meal for shelter residents and their children. Volunteers are asked to provide the ingredients for the meal, which may be prepared on or off-site following our safety guidelines.

## **Children’s Parties**

Get creative with putting together a pizza party, ice cream social or arts and crafts project by hosting a children’s party! Volunteers are asked to provide a snack and/or activity. Children’s parties take place on Monday, Tuesday or Thursday evenings from 6:00 p.m. to 7:30 p.m. based upon availability.

## **Building Maintenance**

Keeping our facility neat and clean helps our residents feel safe and secure. Corporate volunteers are needed to assist with cleaning, landscaping and general building maintenance. These activities take place during the daytime on weekdays and are scheduled around the Shelter’s needs.

## **Product/Fundraising Drive**

Have fun with your fellow co-workers by creating your own fundraising event (such as a dress-down day or potluck lunch), and donating the proceeds to Women’s Center & Shelter. You can also hold a product drive for essential items on our Wish List.

Learn more about volunteer opportunities at WC&S or schedule your company’s volunteer activity by contacting Jake Phillips, Development Associate at [phillipsj@wcpittsburgh.org](mailto:phillipsj@wcpittsburgh.org) or (412) 687-8017 x331.





# Sponsorship Agreement

## Event Sponsorships

### Celebrating Survivors: Sponsorships

- Children's Ambassador (\$10,000)
- Empowerment Ambassador (\$5,000)
- Freedom Ambassador (\$3,000)
- Safety Ambassador (\$1,800)
- Corporate Ambassador (\$1,000)

### Celebrating Survivors: Acknowledgement Opportunities

- Full Page Acknowledgement (\$1,000)
- Half Page Acknowledgement (\$500)
- Quarter Page Acknowledgement (\$250)

### Celebrating Survivors: Other Opportunities

- Bar Sponsor (\$2,500)
- VIP Reception Sponsor (\$2,000)
- Dessert Sponsor (\$1,500)

### WC&S Happy Hour Sponsorships

- Host Sponsor (\$2,500)
- Friend Sponsor (\$1,000)

## Match Pool Sponsorships

- I would like to discuss a Match Pool Sponsorship at the \$ \_\_\_\_\_ level.

## Custom Sponsorships

- I would like to discuss creating a customized sponsorship.

## Payment Information

Please return via email to [brownk@wcpittsburgh.org](mailto:brownk@wcpittsburgh.org) or send to:

Women's Center & Shelter, Attn: Kristin, P.O. Box 9024, Pittsburgh, PA 15224.

Please make checks payable to Women's Center & Shelter.

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

- Please invoice our company.
- My check is enclosed for \$ \_\_\_\_\_
- Please bill my credit card for \$ \_\_\_\_\_
- AMEX    MC    Visa    Disc   Card # \_\_\_\_\_   Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*If applicable, please email your high-resolution logo in a .jpg, .png, .tiff, or .gif format to [phillipsj@wcpittsburgh.org](mailto:phillipsj@wcpittsburgh.org).\*



*“I am going to live my life according to all the things I learned at WC&S and let my life be a living testimony of all your aide and how far someone can go after leaving abuse.”*





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P.O. Box 9024  
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