

40th ANNIVERSARY SPONSORSHIP OPPORTUNITIES 2017

Unity House is celebrating its 40th anniversary in 2017! We need the help of friends and corporate donors to offset the costs associated with various events and activities we are planning for the public. Please [contact Unity House](#) at any time to discuss these and other philanthropic initiatives. We look forward to speaking with you about your interests, our needs, and what giving level feels best for you and your organization. **Thank you for your support in our 40th year!**

Annual Board Dinner & Awards – Monday, April 24

Unity House's annual dinner usually draws about 150 people. This year, in observance of our 40th birthday, we are widening our reach and inviting many more friends and donors, in addition to stepping up the event itself. The dinner will be held at the Emerson Park pavilion in Auburn and our goal is 200 guests. A very special keynote address will be given by Kathy Cronkite, daughter of famed broadcaster Walter, speaking on clinical depression and the stigma associated with mental illness. A number of sponsorship opportunities exist to support the agency's largest event of the year:

- Speaker Sponsor - \$4,000+ [new for 2017]
 - Frees the agency from the high cost associated with having a recognized speaker
 - Donor receives a table of 8 at the dinner; logo in all printed materials and promotions; introduction and photo with Ms. Cronkite; recognition from the podium; listing in our annual report; our endless gratitude.
- Celebration Sponsor - \$2,500 [new for 2017]
 - Allows Unity House to offset the costs associated with putting on the dinner, thus enabling a higher level of fundraising to benefit the annual fund
 - Donor receives four seats at the dinner; logo in all printed materials; recognition from the podium; listing in annual report.
- Dinner Sponsor - \$1,000 [past dinner sponsors: Key Bank and Cuddy Law]
 - Allows Unity House to offset the costs associated with putting on the dinner, thus enabling a higher level of fundraising to the annual fund
 - Donor receives two seats at the dinner; logo in all printed materials; recognition from the podium; listing in annual report.
- Table Sponsor - \$400 [past table sponsors: Johnston Paper, Welch Allyn, MEDENT, Currier Plastics, Lynch Furniture, Reagan Insurance]
 - Allows Unity House to invite, free of charge, the individuals we serve and their accompanying staff who otherwise might not be able to afford to attend. Their presence makes the dinner a true celebration of our mission.
 - Donor receives logo in all printed materials; recognition from the podium; listing in annual report.

Art Flaire – \$500+

On Saturday, August 12, 2017, Unity House will host its [4th annual Art Flaire](#) fundraiser. Art Flaire is now part of Auburn Downtown BID's annual Founder's Day event, held on Genesee Street every summer. Founder's Day attracts thousands of people to its 350+ car show, motorcycle rally, live music, food and beer tent, and more. Art Flaire will be set up in the Exchange Street Mall (near Mesa Grande and

Auburn Public Theater) with a variety of fine artists and crafters' booths. Maguire Family of Dealerships in Ithaca was our first sponsor in 2016.

- Allows Unity House to offset the costs associated with putting on Art Flaire, thus enabling a higher level of fundraising
- Donor receives logo in all advertising and promotion; listing in annual report

The Fund for Unity House / Annual Fund – \$500+

Unity House is a significant human services asset in Central New York, launched 40 years ago in 1977. We serve 700 adults with disabilities every day in six CNY counties, and employ 400 staff. While absolutely necessary to sustain our services and programs, the state and federal sources of revenue (Medicaid) that fund our basic operating costs do not cover the unfunded mandates that are essential to the well-being of our program participants. We depend on the generosity of individuals, corporations, government entities, and foundations to provide the superior services and programs our growing client population needs and deserves.

The Fund for Unity House brings in unrestricted dollars every year to support the agency's general operation. We are continually building a family of devoted donors upon whom we can rely for yearly financial support. Gifts to the annual fund are by nature unrestricted, allowing our executive director and board of directors to use them where they are needed the most. Funds could provide snacks, field trips, medications, personal hygiene products, arts and craft supplies, and much more to the people with disabilities we serve. These critical contributions make a world of difference in their lives.

Giving Tuesday Match

Every year on the Tuesday after Thanksgiving – following Black Friday, Small Business Saturday, and Cyber Monday – Giving Tuesday provides our nation a way to give back online to the organizations that mean the most to them. Unity House has participated the past two years; in 2016, we raised \$1,693 from 15 donors. Having a corporate match for this initiative doubles the impact of our donors' gifts. Being able to say that their donations, matched dollar for dollar, are worth twice their gift amount is very powerful. It increases donor satisfaction AND supports Unity House twofold, allowing us to do even more for the folks we serve. Matches may be pledged at any level.

Phonathon Match

In early December before the end of our fiscal year (December 31), Unity House staff and board members come together on one evening to call past donors who have not yet made a gift in the current year. During our 3rd annual phonathon in December 2016, we made 117 calls which ultimately resulted in gifts totaling \$3,100. Similar to a Giving Tuesday match, having a corporate match for this initiative doubles the impact of these donations. Being able to say that donors' gifts, matched dollar for dollar, are worth twice their original amount is very powerful. It increases donor satisfaction AND supports Unity House twofold, allowing us to do even more for the folks we serve. Matches may be pledged at any level.

Thank you for your consideration and support!

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