



*saint john's*  
PROGRAM FOR REAL CHANGE

# Partnership Package 2021





Partner with

# REAL CHANGE



It is a community commitment to our vision of breaking the cycle of poverty and dependence which allows Saint John's Program to create real and lasting change in the lives of formerly homeless families.

A partnership with Saint John's, either through event sponsorship or committed financial or in-kind support, is an opportunity to financially and philanthropically support life-changing, comprehensive services for up to 600 formerly homeless women and children each year. Additionally, your support can serve to further strengthen your organization's reputation in the Sacramento region.

Please consider partnering with Saint John's in 2021. Together, we will give more women and children the opportunity to start a new life - a life filled with hope, joy and real change.

Thank you in advance for your consideration of partnership in 2021.

Sincerely,

Sasha Wirth  
Chief Development Officer  
(916) 453-1482  
swirth@saintjohnsprogram.org

Bethany Knudsen  
Assistant Director of Development  
(916) 453-1482  
bknudsen@saintjohnsprogram.org



*saint john's*  
PROGRAM FOR REAL CHANGE

# 2020 IMPACT



431

Clients Served

249

Women

182

Children



74%  
Female



26%  
Male

## DEMOGRAPHIC BARRIERS

- 86% suffer from addiction
- 61% are victims of domestic violence
- 39% have mental health challenges
- 65% have criminal backgrounds
- 65% do not have a high school diploma
- 20% have CPS cases

100% ARE HOMELESS

**75% of women stably housed**  
**22 mothers reunified with 36 children**

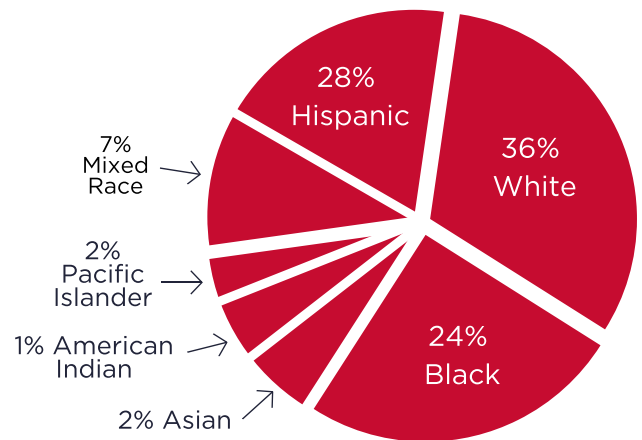
**150,000 meals served**

**3,120 hours of childcare provided**

**\$2,500 average monthly income for graduates**

**600+ hours of job readiness training per client**

**75+ hours of counseling per client**



“

Every obstacle I overcame gave me the courage to keep going, and for the first time in a long time, I was actively participating in my own life.

”

Julianna M.  
Graduated Sept. 2018



# Program Partnership Opportunities

Our highly structured education-rich 12 to 18 month residential program includes mental health, therapy, substance abuse counseling, parenting and healthy relationship classes, a high school diploma attainment program, budgeting classes, hands-on-employment training, childcare, transportation, and so much more.

Becoming a new program partner, or continuing a partnership with Saint John's, is an opportunity for businesses and organizations to join in breaking the cycle of poverty and dependence, one family at a time. Custom packages are available to maximize branding, engagement, and experience.



## **TRIUMPH PARTNER \$50,000**

Wrap-around comprehensive services for two women and two children for one year

## **CATALYST PARTNER \$25,000**

Wrap-around comprehensive services for one woman and one child for one year

## **TRANSFORMATION PARTNER \$10,000**

100 hours of special education, development learning and mental health support for children at Saint John's

## **HOPE PARTNER \$5,000**

Hands-on employment training and supportive childcare for one woman and one child for 6 months

- Video feature on social media
- Press release
- Feature in monthly e-newsletter
- Featured blog post
- Company profile on social media
- Volunteer opportunity for company employees (Saint John's staff facilitated)
- Triumph Partner recognition on Saint John's website with logo
- Triumph Partner recognition on onsite Donor Wall
- Logo on all volunteer t-shirts worn at all Saint John's events
- Gold sponsorship (8 tickets) at Party for Change

- Feature in monthly e-newsletter
- Featured blog post
- Company profile on social media
- Volunteer opportunity for company employees (Saint John's staff facilitated)
- Catalyst Partner recognition on Saint John's website linked on Saint John's website
- Catalyst Partner recognition on onsite Donor Wall
- Sponsored table (8 tickets) to a Guest Chef Dinner with podium time

- Company profile on social media
- Transformation Partner recognition on Saint John's website with logo
- Transformation Partner recognition on onsite Donor Wall
- Volunteer opportunity for company employees (Saint John's staff facilitated)
- 5 tickets to a Guest Chef Dinner with podium time

- Company profile on social media
- Logo recognition and website linked on Saint John's website
- Hope Partner recognition on onsite Donor Wall
- Two tickets to Guest Chef Dinner

# Naming Opportunities



The women and children who come to Saint John's have an enduring resilience that carries them through the dark memories of their lives and into the hope of what the future has in store for them. The essence of their hope is continually fueled by the generosity of a community that shares their vision of a better future.

Invest in hope. Leave a lasting legacy and provide daily inspiration to the women and children at Saint John's by naming a space on our campus and proudly displaying your commitment to Real Change.

## LEVEL NAMING OPPORTUNITY

\$1,000,000	Saint John's Square
\$250,000	Counseling Center
\$50,000	Children's Play Area
\$25,000	Modular Homes
\$25,000	Outdoor Dining Area
\$20,000	Lockers/Client Security
\$20,000	Breakroom/Kitchen
\$20,000	Reunification Rooms
\$20,000	Lactation/Meditation Room
\$15,000	Hallways with Saint John's Values
\$10,000	Bedrooms
\$10,000	IT Room (Communications Support)
\$5,000	Outdoor Benches
\$5,000	Offices
\$5,000	Infant Bathing Area
\$5,000	Restrooms
\$2,500	Picnic Tables
\$2,500	Kitchen Tables
\$1,000	Fire Safety
\$1,000	Sanitation Stations
\$500	Commemorative Family Bricks
\$250	Commemorative Individual Bricks



## SAINT JOHN'S SQUARE

Thanks to the City of Sacramento, HomeAid Sacramento, Project Home Key, and Roebbelen Construction, eleven new modular homes are coming to the Saint John's campus!

Saint John's Square, a new transitional housing community at Saint John's Program, will house up to 44 women and children and will provide residents with a lived experience in running and maintaining a household and help prepare them for independence. Each two-bedroom, one-bath unit will be used as interim shared living for individuals, smaller families, or as a single-family home for larger families.

# Event Sponsorship Opportunities



The depth of programs and services Saint John's provides would not be possible without our donors and sponsors and their continued commitment to helping homeless women and children to permanently exit the cycle of poverty and dependence. Due to COVID-19, Party for Change is our sole fundraising event for 2021 making event sponsorship critical to our program services.



## PARTY FOR CHANGE - OCTOBER 16, 2021

An elegant black tie gala, now considered Sacramento's premier events of the season, Party for Change features a delectable meal-with-a-meaning, exhilarating entertainment, and live music. Partner with Saint John's as an event sponsor and proudly showcase your company's commitment to creating a better future for formerly homeless mothers and children and the community we all share.

### Sponsorship Opportunities

Title Sponsor - SOLD	\$25,000
Titanium Sponsor	\$20,000
Production Sponsor	\$20,000
Diamond Sponsor	\$15,000
Signature Bar Sponsor	\$10,000
Volunteer Sponsor	\$10,000
Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$3,500
Underwriting Opportunities	\$3,500-\$20,000

### Advertising/Marketing Benefits

- Logo placement in all event public relations and advertising initiatives, including but not limited to: media, press releases, recognition in Annual Report, and event collateral including banners and signage.
- Recognition on event website, eblasts, and social media
- Gold sponsor and above receive an advertisement in the event program
- Gold sponsors and above receive tickets to VIP Reception preceding event.



# 2021 Guest Chef Dinners



**GUEST CHEF**  
DINNER

**June 3**

**July 1**

**August 5**

**September 2**

**November 4**

**December 2**

Join some of the finest chefs from the Sacramento area as they partner with Saint John's to provide a one-of-a-kind gourmet meal in support of the women and children served at Saint John's Program for Real Change! Experience a true "meal with a meaning" as the women in our Employment Training Program work under the expertise of a local renowned guest chef, expanding their culinary skills while providing a lovely dinner for guests. The evening is filled with friends, supporters, live music, complimentary wine tasting and appetizers followed by dinner and a raffle.

## SPONSORSHIP OPPORTUNITIES

### Series Sponsor of Six Guest Chef Dinners | \$10,000

- One premier table for 8-10 guests at all seven Guest Chef Dinners
- Two bottles of wine at each dinner
- Podium opportunity at each dinner
- Table signage on all tables at each Guest Chef Dinner
- Series Sponsor recognition on social media (Facebook, Twitter, Instagram)
- "Presented by" recognition in printed and promotional Guest Chef Dinner collateral materials
- Photo opportunity with each Guest Chef (if requested)
- Full-page recognition in ONE80 magazine with over 7,000 subscribers
- Venue signage at main entrance

### Table Sponsor at One Guest Chef Dinner | \$1,000

- One table for 8-10 guests
- Two bottles of wine
- Logo placement at table
- Recognition during the event program

### Dinner Club | \$550

- Two tickets to attend all six Guest Chef Dinners

# Social Enterprise Underwriting Opportunities



**RED DOOR**  
*desserts*

INDULGE AND EMPOWER

With the closing of our two restaurants and our catering business, Plates Café and Catering and Plates Midtown due to COVID-19, we needed to quickly develop a new employment training program. With RED DOOR desserts, women at Saint John's continue their hands-on employment training and learn to not only bake beautiful and delicious cookies and desserts, but also learn order management, supply chain elements, packaging and shipping. RED DOOR desserts range in price from \$30-\$35 for a dozen delectable desserts hand-made by the women in the employment training program at Saint John's.

## Each sponsorship includes the following:

- Social media posts (Facebook, Instagram, Twitter)
- Feature in monthly email marketing to all RED DOOR dessert customers
- Two tickets to one Guest Chef Dinner
- Recognition as monthly Red Door Desserts partner on website

### Annual Sponsor | \$10,000

- Company branding on each monthly dessert box for the year featuring "Red Door Desserts proudly sponsored by YOUR COMPANY NAME"

### T-shirt Sponsor | \$5,000

- Company branding on Red Door Dessert t-shirts featuring "Red Door Desserts proudly sponsored by YOUR COMPANY NAME"

### Monthly Sponsor | \$2,000

- Branding on one month of dessert collateral shipped inside box

Visit [www.sjpreddoordesserts.com](http://www.sjpreddoordesserts.com) to learn more.



# Saint John's Board of Directors

MARK A WIESE, Board Chair  
Pacific Housing, Inc., President

LAURA HEWITT, Secretary  
Community Member

ERIN CABELERA  
Area Pharmacy Director, Kaiser Permanente

JULIE HIROTA  
Saint John's Program for Real Change, CEO

DAVE CLONINGER  
The Cloninger Group, Financial Advisor

IAN B. CORNELL  
Cornell Group, President

DAWN S. DAVISON  
Correctional Consultant

DAVID FLANAGAN  
Misfit Agency, Owner

KIMBERLIE HILTACHK  
Hiltachk Marketing Group, Principal

CAROLYN HUBBERT  
Public Consulting Group, Senior Advisor

EDWARD P. MANNING  
KP Public Affairs, Partner

JOAQUIN McPEEK  
Edelman, VP of Corporate and Public Affairs

PAUL MITCHELL  
Political Data, Inc., Vice President

KEVIN PETERSON  
Kaiser Permanent, HR Leader

KEVIN RAMOS  
Buzz Oates, Chief Investment Officer

MINNIE SANTILLAN  
Santillan & Devlin, LLC, Owner

BRAD SIMMONS  
UC Davis Medical Center, Interim CEO

PETE THOMPSON  
Rubicon Partners, Inc. President

MICHELE WONG  
CleanWorld, Synergex International  
Corporation, President/CEO



Contact Sasha Wirth or Bethany Knudsen  
[info@saintjohnsprogram.org](mailto:info@saintjohnsprogram.org)  
(916) 453-1482

[www.saintjohnsprogram.org](http://www.saintjohnsprogram.org)  
2443 Fair Oaks Blvd. #369  
Sacramento, CA 95825

Nonprofit, 501(c)(3)  
Tax ID: 68-0132934