



2024

**ANNUAL PARTNERSHIP +
EVENT SPONSORSHIP
GUIDE**

Make an impact in the life of a young person who experiences adversity in the face of homelessness

Dear friends and supporters,

As the Founder of Karing Home Youth Project (KHYP), I extend my heartfelt thanks to each of you for your unwavering support. Our mission, fueled solely by your generosity, faces a critical juncture. Meeting the needs of vulnerable young people in our community has never been more challenging, and yet, it's never been more vital in today's economy. We solely depend on donations and sponsorships from you to continue to keep our mission moving forward.

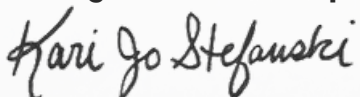
This year, we proudly introduce the **Hope Builders Club (HBC)**, our monthly giving program designed to provide continuous support to those we serve. By joining HBC, you not only contribute to our mission but also become part of a dedicated community committed to making a lasting impact. Plus, we have lots of fun gifts for you if you join HBC!

Our 2024 Sponsorship Guide outlines varied opportunities for engagement, including Event Sponsorship Opportunities and KHYP Annual Partnership programs. These initiatives offer significant benefits for both individual and corporate sponsors, such as enhancing brand awareness, integrating into the fabric of our community, and active promotion of your organization's commitment to social responsibility.

You are also cordially invited this year to our annual **Cornhole Tournament** at Pine Squirrel on Saturday, June 1st - as well as our annual **Harvest A Home dinner gala fundraiser** under the pavilion in downtown Gaylord on Thursday, October 3rd. We hope you will save the dates! Also, we have 2-new mystery events coming soon - so keep your eyes peeled to join us for more fun!

Your contributions are the foundation upon which we construct brighter futures for the young people we serve. The need is great, but together, we can make ends meet and surpass our shared aspirations for a community where every young person has the support they need to thrive. Join us in building hope, and let's make a tangible difference together.

With gratitude and hope,



Kari Jo Stefanski

Founder of The Karing Home Youth Project



OVERVIEW

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- + KHYP SPONSORSHIP CONTRIBUTION APP
- + KHYP MONTHLY GIVING PROGRAM
- + THANK YOU + NEXT STEPS

KHYP TIMELINE TO DATE

2010 – 2017

- 1st 20-Holiday Kare Packages anonymously delivered to vulnerable students at Gaylord High School in 2010 and grew every year thereafter.

2018

ORGANIZATION ESTABLISHED

- 1st Annual open community meeting to address vulnerable young people and homelessness in Otsego County
- Initial BOD's founded and by-laws written
- Holiday Kare Package Program

2020

COVID BROWN PAPER BAG FOOD ASSISTANCE DELIVERY PROGRAM IN PARTNERSHIP WITH FAIRFIELD INN & SUITES BY MARRIOTT OF GAYLORD

- Drive up pop-can drive
- Virtual Board Meetings
- Holiday Kare Package Program
- Crisis Care Package
- Crisis Care Immediate Housing (hotel-stays)

2022

- Walked alongside 27 homeless individuals, ages 18-26 years old in Otsego County
- Expanded community partnerships with mentorship program
- Added 3 new KHYP board members
- 1st Annual Harvest A Home Fundraiser event where our community helped us raise \$20,000

2024

- Walked alongside 18 homeless individuals in Quarter 1, ages 18-26 years old in Otsego County
- Partnered with a grant research and grant writing consultant to help expand our capacity
- Board trainings, event planning + more...

2019

- Worked with 18-26 year old homeless individuals
- Partnership with community groups
 - High school advocacy groups
- Expand Holiday Kare Package Program to 2 other school districts in Otsego County
- Official nonprofit status granted by IRS

2021

- Walked alongside 19 homeless individuals, ages 18-26 years old in Otsego County
- Expanded Holiday Kare Package Program to 120+ Packages and to 3 total school districts in Otsego County.

2023

- Worked with 29 homeless individuals, ages 18-26 years old in Otsego County
- Refreshed our branding + website
- Delivered 128 Holiday Kare Packages through our Holiday Kare Package Program in Gaylord, Vanderbilt and Johannesburg school districts
- 2nd Annual Harvest A Home Gala Fundraiser
- 1st Annual Corn-hole Tournament Fundraiser
- Raised over \$60,000 in sponsorship and grass roots donations from our community and donor base.

2024 COMMUNITY PROGRAMS

Crisis Care/Emergency Housing

3-night hotel stay + Kare Package

Temporary Housing Program

1-2 weeks in hotel or with host family

Rental Assistance Program

Move-in cost coverage & 1 month+ of full or partial rent assistance based on income
Must meet vetting and program qualifications

Long-term Housing Program

3-12 months
Must meet vetting and program qualifications

Holiday Kare Package Program

We anonymously provide 120 vulnerable local middle & high school students in Gaylord, Vanderbilt and Johannesburg care packages that have holiday gifts, 10-\$10 local food gift-cards and winter + hygiene essentials through our annual Holiday Kare Package Program. This program has been operating since 2010 and was where KHYP was established.

Mentorship Program

Through an array of partnerships with community leaders and organizations, we provide vulnerable young people who experience adversity in the face of homelessness with holistic mentorship in various realms like mental health, family planning, physical health, job searching and planning, debt and financial education and much more.



KHYP'S IMPACT BY THE NUMBERS

In 2022

we assisted
27 individuals
who faced
homelessness

In 2022

we provided **120**
local middle & high
school students care
packages through our
annual **Holiday Kare
Package Program**

In 2022

we saw a **20% increase**
in requests for housing
and emergency assistance
through our program

In 2022

80% of referrals
and aid requests
came during the months
of October-May

In 2022

we provided
1,000's of meals to
tornado victims +
crisis care volunteers

In 2022

we helped provide crisis
care packages for
10 young people
impacted by the
tornado on May 21, 2022

In 2022

we raised 20,000
at our first annual
Harvest A Home
dinner gala
fundraiser

In 2022

we covered
27 crisis care +
hotel stays for
homeless individuals
ages 18-26 years old.

In 2023

we assisted
30 individuals
who faced
homelessness

In 2023

you helped us
raise **\$10,000**
that was matched by
**Otsego Community
Foundation** to help us expand
our capacity and do
a feasibility study and board training

In 2023

we connected
those we serve
with 10+ of our **community
partner** organizations
and their programs

In 2023

we provided **120**
local middle & high
school students care
packages through our
annual **Holiday Kare
Package Program**
in December 2023

In 2024

so far we have
assisted
18 individuals (Q1)
who faced
homelessness

In 2024

so far we have spent over
10,000
in crisis care packages
and hotel stays and over
\$5,000
in long term housing
and rent assistance

In 2024

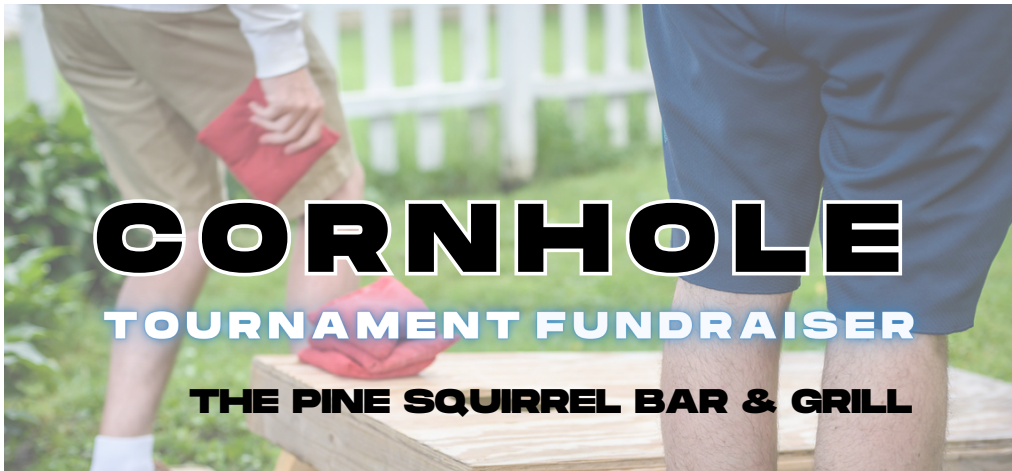
we are partnering with a
grant writer to help us expand
our capacity as an organization
and to continue to grow our
mission and programs.

In 2024

we will provide **120**
local middle & high
school students care
packages through our
annual **Holiday Kare
Package Program**
in December 2024



2024 KHYP EVENTS



CORNHOLE

TOURNAMENT FUNDRAISER

THE PINE SQUIRREL BAR & GRILL

Saturday, June 1st

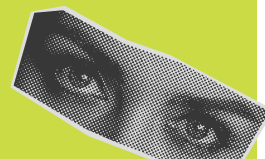


Thursday, October 3rd



TWO NEW **MYSTERY EVENTS**

COMING SOON



2024 KHYP EVENT SPONSORSHIP OPPORTUNITIES

Our event-specific sponsorships allow for targeted support and engagement in 2024:

Presenting Event Sponsor (\$5,000+)

Exclusive naming rights for your choice of event, premier branding, and speaking opportunities at our flagship events.

All PLATINUM ANNUAL PARTNER benefits included for 2024 only.

Action Event Sponsor (\$2,500+)

Prominent event recognition and branding, along with the opportunity for engagement in event planning. **ALL GOLD**

ANNUAL PARTNER benefits included for 2024 only.

Food/Beverage Sponsors (\$1,500 - \$3,000)

Exclusive mealtime and cocktail hour branding opportunities at KHYP 2024 events, showcasing your support during key event marketing materials, moments and shoutouts on KHYP social/web. Partner with us at this level as either a monetary gift or in-kind contribution.

Community Advocate (\$1,000+) and Community Supporter (\$500+)

Recognition in community outreach and event materials, fostering a connection with local supporters. Logo listed on social media shoutout. Event mentions.

KHYP Neighbor (\$250) + KHYP Friend (\$100) + In-Kind Donation Item(s) for 2024 Events

Logo or name listed at all KHYP 2024 Events. Donate a monetary gift or an in-kind item or service for our auction that is valued at any event sponsorship level

KHYP ANNUAL PARTNERSHIP OPPORTUNITIES

Annual sponsorships (1,3 or 5 year commitments) provide the foundation for our programs and initiatives, and offsetting operating costs. As well as offering a range of benefits to our partners:

SUSTAINING PARTNER | \$10,000+

When a plan for the future comes into focus and is made, dreams for what that future plan can hold develop. Presenting Sponsors provide holistic hope for homeless young people working to overcome homelessness in Otsego County, MI.

- Leading Sponsor recognition across KHYP social media platforms & website
- Premium event access to all events (10 tickets to HAH, up to 4 teams for Cornhole)
- Opportunity to be featured in our brand storytelling across all KHYP marketing platforms
- Event marketing VIP signage + shout-outs throughout each KHYP fundraising events
- Quarterly video and content shoutouts on KHYP communication channels
- Newsletter + Gratitude Report Partnership Spotlights and acknowledgements

PLATINUM PARTNER | \$5,000+

When the basic needs of teens and young adults are met, they can begin a new path toward a brighter future for themselves. Platinum sponsors give young people the hand-up they need to activate their future through schooling and occupational programs and services.

- Significant branding opportunities across KHYP social media platforms & website
- VIP event invitations (8 tickets to HAH, up to 2 teams for Cornhole)
- Bi-annual video and content shoutouts on KHYP communication channels
- Spotlight features in KHYP communications + all other sponsorship benefit opportunities included in Sustaining Sponsor.

GOLD PARTNER | \$2,500+

Often times young people who face or experience homelessness are not afforded the opportunity to build up basic life skills that they need to succeed in life. Gold sponsors activate community partnerships, mentorships, and programming to sustain each individual with a long-term plan to be successful.

- Recognition in marketing materials for all events on KHYP social media and web.
- 6 event tickets to Harvest A Home, and priority in event acknowledgments.
- All remaining sponsorship benefit opportunities included in Sustaining Sponsor.

Partner + Sponsorship Benefits



	invite to be a keynote + VIP	event access	content marketing	social media shoutout	logo displayed + brand mentions
SUSTAINING PARTNER \$10,000+	✓	✓	✓	✓	✓
PLATINUM PARTNER \$5,000+		✓	✓	✓	✓
GOLD PARTNER \$2,500+		✓	✓	✓	✓
Presenting Event Sponsor (\$5,000+)		✓	✓	✓	✓
Action Event Sponsor (\$2,500+)		✓	✓	✓	✓
Food/Beverage Sponsors (\$1,500 - \$3,000)		✓	✓	✓	✓
Community Advocate (\$1,000+) Community Supporter (\$500+)			✓	✓	✓
KHYP Neighbor (\$250) + KHYP Friend (\$100) + In-Kind Donation Items for 2024 Events				✓	✓

EXCLUSIVE OFFER FOR PARTNERS + SPONSORS ONLY!

Early-Bird Group-Ticket Special for Harvest A Home Gala

8-person group: \$500 (Available until August 1st)

4-person group: \$250 (Available until August 1st)

After the deadline, the price for group tickets will increase.

Payment must be remitted to secure group ticket special at time of partner + sponsorship contribution app

PARTNER WITH US

***Thank you for your interest in sponsorship for 2024.
Before filling out our Sponsor + Partner
Contribution app at the QR code/link below -
be sure to review the sponsorship packet HERE.***

MAKE AN IMPACT



thekaringhomeyouthproject.org/sponsor

HOPE BUILDERS CLUB



KHYP'S MONTHLY GIVING PROGRAM

JOIN
THE
CLUB

thekaringhomeyouthproject.org/HBC

25

Provides a young person a hygiene kit

100

Provides 1 night of shelter only

250

2 nights of shelter + crisis care package (backpack + hygiene)



HOPE BUILDERS CLUB



KHYP'S MONTHLY GIVING PROGRAM

JOIN
THE
CLUB

thekaringhomeyouth
project.org/HBC

Benefits + How It Works

Join the **Hope Builders Club (HBC)** monthly giving program and play a pivotal role in securing a bright future for young individuals in our care. By opting for monthly donations, you embrace a hassle-free way to make a lasting impact, ensuring the sustainability and growth of our initiatives.

Why Monthly Giving?

Ease and Convenience: Set up your donation once and support us continuously without any additional effort.

Flexibility: Change or cancel your support at any time, giving you full control over your contributions.

Tax Benefits: Enjoy the advantage of 100% tax-deductible donations, maximizing the impact of your generosity.

Exclusive Benefits for Monthly Donors:

Tokens of our appreciation: Receive special items (magnet calendar, tumblr, travel blanket) as a thank you for your commitment.

Exclusive Events: Gain access to select events and unique experiences.

Impact Reports: Obtain an annual summary of how your contributions are making a difference.

Gratitude Report: be the 1st to receive our annual Gratitude Report that highlights our impact as an organization

Insider Updates: Stay informed with our quarterly newsletter, sharing the latest news and stories.

For any inquiries regarding the HBC program, please reach out to Kari Jo Stefanski, Founder, at info@thekaringhomeyouthproject.org. Join us today and become a cornerstone of hope for young people in our community at www.thekaringhomeyouthproject.org/HBC.

THANK YOU + NEXT STEPS

Thank you for your interest in supporting us in 2024.

Be sure to complete our Sponsor + Partner Contribution app [HERE](#) or via the QR code



HOPE BUILDERS CLUB



KHYP'S MONTHLY GIVING PROGRAM



JOIN
THE
CLUB

thekaringhomeyouthproject.org/HBC