



May 2017 - June 2017

Dear Community Partner:

### A homeless mother has a choice to make... buy diapers or buy food for her children?

On average, a family needs **3,000 diapers a year for one child** and adding in other costs, such as wipes and care items, makes this an annual cost of over \$1000. *Should I choose to keep my baby in a wet soiled diaper or should I keep him/her from going hungry?* This mother can only afford to choose one, but neither option is something we can imagine.

### What choice would you make?

The struggle to afford diapers is very real in our community, especially for families who are facing homelessness. HomeAid's nonprofit partners are stretching their budgets thin to have enough diapers available when a family suddenly becomes homeless.

### What can YOU do about it?

Join the community and participate in **HomeAid San Diego's 2<sup>nd</sup> Annual 'Essentials for Young Lives' Campaign**, taking place Mother's Day through Father's Day (May 14, 2017 – June 18, 2017)!

### YOU can get involved by...

- Hosting a drive as a 'Participant Sponsor' to collect diapers and essential baby care products for homeless infants and toddlers. **HOMEAID SAN DIEGO'S GOAL IS TO COLLECT 100,000 ITEMS in 2017!**
- Joining the virtual drive and donating to our online registry (<https://www.myregistry.com/public/homeaidsandiego>)
- Volunteering at HomeAid Essentials community service activities.
- Becoming a community partner to financially support the campaign.

### Will you join us?

HomeAid San Diego invites you to join our current community partners as a sponsor in our 'Essentials for Young Lives' Campaign.



Title Sponsor



Media Sponsor



*And remember... a simple box of diapers multiplied by thousands can change lives.*

To get involved please contact Fiona King at 619-333-0839 or [fiona@homeaidsd.org](mailto:fiona@homeaidsd.org)

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## 2017 COMMUNITY PARTNER SPONSORSHIP OPPORTUNITIES & EVENTS

Sponsors will be recognized throughout the campaign beginning in May through June at various community events and activities. **HomeAid San Diego's 2nd annual HomeAid Essentials campaign's goal is 100,000 items!**

### IMPORTANT EVENTS AND MEDIA OPPORTUNITIES

- **HomeAid Essentials Donation Drive Launch Date - Mother's Day, Sunday, May 14, 2017**  
*Commencement of campaign's donation drive*
- **HomeAid Essentials Campaign Ends – Father's Day, Sunday, June 18, 2017**
- **HomeAid Essentials Volunteer Sorting Day Activities –Friday, June 2, 2017 and Friday, June 9, 2017**  
*Campaign donations sorting and counting day attended by community partners and volunteers*
- **HomeAid Essentials Campaign Delivery Day – Friday, June 16, 2017**  
*Donation delivery event hosted at a partner agency shelter with campaign results announced to media*

### CAMPAIGN SPONSORSHIP OPPORTUNITIES

#### **Essentials Title Sponsor - \$5,000**

1. Directly supports a homeless child with a one year supply of diapers and wipes
2. Campaign Naming Rights
3. Name listing in HomeAid Essentials campaign press releases (as appropriate)
4. Speaking opportunity and name recognition at all Campaign Community Events
5. Name recognition on marketing materials
6. Special acknowledgement on all HomeAid San Diego social media platforms
7. Logo with link listing on HomeAid San Diego website
8. Logo with link on all Essentials Campaign eNewsletters (reach 2000+)
9. Opportunities for employee volunteer engagement

#### **Essentials Ambassador Sponsor - \$2,500**

1. Directly supports a homeless child with a nine month supply of diapers
2. Benefits 4-9 as listed above

#### **Essentials Advocate Sponsor - \$500**

1. Directly supports a homeless child with a three month supply of diapers
2. Name recognition at all Campaign Community Events
3. Benefits 5-9 as listed above

#### **Essentials Participant Sponsor**

1. Hosts a drive or special event at their location
2. Name recognition at all Campaign Community Events
3. Benefits 6-9 as listed above

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