

# This Online Giving Campaign Starts with YOU!



**Amplify**  
GEORGETOWN

## Sponsorship Packet: 2023



**DEADLINE:**  
**February 1, 2023**

**Public Amplify giving begins in January and  
ends March 2nd at 6:00 p.m.**

**Help us care in our community TODAY.**



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*Your gift today can double its impact in our community!*

Dear Friend of The Caring Place,

*Since 1985, The Caring Place has provided for the basic human needs of all people in our community in a welcoming, respectful and caring way. We help neighbors in Georgetown and northern Williamson County with food, utilities, rent, transportation, and more! In 2021, The Caring Place provided over \$2.4 million worth of basic needs and financial support in our community. YOU are the reason we can do this important work each year with quality and care.*

The Caring Place is where neighbors turn when life takes a turn. This year many unexpected circumstances in our world are bringing neighbors through our doors. We are honored that neighbors trust us and allow us to be part of their story, as we help get them on their feet. Now, it's your turn to join the story.

Your participation in our 2023 Amplify event will directly impact our local neighbors with the most basic of needs. In fact, it will **DOUBLE YOUR IMPACT!** How? This special campaign is an annual, community-wide online giving event. We plan to use your generous gift in a **matching campaign!** In the last few years, we have exponentially increased giving during the Amplify season by creating Amplify matching campaigns utilizing our generous Board of Directors' collective monetary gifts. In 2022, we enlisted additional sponsors like you to create even more matching opportunities. It was a huge success, raising over \$120,000 to help families in need. **Our community gets excited to see businesses give to The Caring Place, and we have some exciting ways to recognize your generosity!** We hope you'll read more about it in this packet.

Please join us once again in helping others. This is our only fundraising event for 2023 and it will be the easiest and most rewarding gift you give!

Sincerely,

Ginna O'Connor, Executive Director  
The Caring Place



*Jill & Rita can't wait to celebrate you during this campaign!*



EIN: 74-2386902



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# *Sponsorship Levels*

## **Heart of Gold \$10,000**

- One color prominent logo (white) on back of Amplify T-shirt
- Logo on The Caring Place Amplify page as a matching sponsor
- Print Media: Acknowledgement with corporate logo in Williamson County Sun
- Live or taped interview with sponsor to be posted on Facebook in the two weeks leading up to the Amplify giving deadline for the public
- Digital Media: Acknowledgement on TCP website, Facebook, Twitter, LinkedIn, Instagram and monthly newsletter during Amplify campaign
- Yard sign recognition at The Caring Place for the 7 days prior to Amplify, Size 30"x30"
- Facebook ad worth \$30 to boost your name in conjunction with giving to this campaign
- 8 2023 T-shirts from The Caring Place
- 8 boxes of gourmet cookies delivered to sponsor or person of their choosing (within Williamson County)

## **Heart Throb \$5,000**

- Acknowledgment on Amplify T-shirt with font size matching donor level
- Logo on The Caring Place Amplify page as a matching sponsor
- Print Media: Acknowledgement with corporate logo in Williamson County Sun
- Live or taped interview with sponsor to be posted on Facebook in the two weeks leading up to the Amplify giving deadline for the public
- Digital Media: Acknowledgement on TCP website, Facebook, Twitter, LinkedIn, Instagram and monthly newsletter during Amplify campaign
- Yard sign recognition at The Caring Place for the 7 days prior to Amplify, Size 30"x18"
- Facebook ad worth \$20 to boost your name in conjunction with giving to this campaign
- 6 2023 T-shirts from The Caring Place
- 6 boxes of gourmet cookies delivered to sponsor or person of their choosing (within Williamson County)

## **Sweetheart \$2,500**

- Acknowledgment on Amplify T-shirt with font size matching donor level
- Logo on The Caring Place Amplify page as a matching sponsor
- Print Media: Acknowledgement with corporate logo in Williamson County Sun
- Live or taped interview with sponsor to be posted on Facebook in the two weeks leading up to the Amplify giving deadline for the public
- Digital Media: Acknowledgement on TCP website, Facebook, Twitter, LinkedIn, Instagram and monthly newsletter during Amplify campaign
- Yard sign recognition at The Caring Place for the 7 days prior to Amplify, Size 24"x18"
- Facebook ad worth \$10 to boost your name in conjunction with giving to this campaign
- 4 2023 T-shirts from The Caring Place
- 4 boxes of gourmet cookies delivered to sponsor or person of their choosing (within Williamson County)

## **Tenderheart \$1,000**

- Acknowledgment on Amplify T-shirt with font size matching donor level
- Name on The Caring Place Amplify page as a matching sponsor
- Print Media: Acknowledgement in Williamson County Sun
- Digital Media: Acknowledgement on TCP website, Facebook, Twitter, LinkedIn, Instagram and monthly newsletter during Amplify campaign
- Yard sign recognition at The Caring Place for the 7 days prior to Amplify, Size 18"x12"
- Facebook ad worth \$5 to boost your name in conjunction with giving to this campaign
- 2 2023 T-shirts from The Caring Place
- 2 boxes of gourmet cookies delivered to sponsor or person of their choosing (within Williamson County)





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## 2022 Sponsor Recognition



Steger Bizzell and First Texas Bank were our first Heart Throbs in 2022 along with our Board of Directors. Showing the community the amazing hearts we have supporting The Caring Place through media was an honor!



Prosperity Bank, Eagle Bank, The Gabriels Funeral Chapel & Crematory, Texas Crushed Stone Company, and Georgetown Railroad Company all had a huge impact in our 2022 campaign. We hope you will follow the lead of this caring community to make your mark in 2023. Collectively, we can do a lot!





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# *Why is this a good partnership?*

## Let us share our audience size:

Facebook: Over 5,700 followers  
Instagram: Over 1,600 followers  
Twitter: Over 500 followers  
Monthly Newsletter: Over 4,300 subscribed  
LinkedIn: 195 followers  
Williamson County Sun readership: community-wide



And don't forget when we boost Social Media posts, it gets more folks excited about our fundraiser. When **you** share our posts, our reach is even larger!

## Our recognitions and accomplishments:

- The Caring Place was voted as Georgetown's **BEST PLACE TO GIVE/VOLUNTEER** for the past 11 years!
- The Caring Place has been rated a **4 Star Charity** by Charity Navigator for the past 7 years!
- The Caring Place is a Central Texas Food Bank **Platinum Partner**.
- Last year during Amplify, we were 10th in raising the most funds in the greater Austin area. Among non-profits serving basic needs, we raised the 3rd most funds during the Amplify campaign. Over 700 non-profits participate in this special day of giving! **Your donation will stand out!**

Through the Amplify campaign, you will be a prominent sponsor of caring in our community. Featuring your gift as a "matching fund" will leverage our ability to increase community giving during this highly publicized online campaign. While the official campaign countdown begins on March 1st at 6:00 p.m. and ends on March 2nd at 6:00 p.m., public giving will begin nearly 30 days in advance, so we will be promoting this important campaign for over a month!





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# Sponsor Information



**Level:**



Heart of Gold \$10,000



Heart Throb \$5,000



Sweetheart \$2,500



Tenderheart \$1,000



**Authorized Contact:** \_\_\_\_\_

**Name/Company:** \_\_\_\_\_

*(Write it as it should appear on all publications.)*

**Email:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**T-Shirt Sizes:** \_\_\_\_\_

*(List the number of each size you want according to your Sponsorship Level.)*

**Address for cookie and /or T-shirt delivery:** \_\_\_\_\_

*(Will deliver within Williamson County.)*

Please send company logo, artwork, or business card to [rturner@caringplacetx.org](mailto:rturner@caringplacetx.org).



## Payment Information



Please invoice me on this date: \_\_\_\_\_



Make check payable to: **I Live Here I Give Here** (The Caring Place in memo line)

Send check to: **The Caring Place**

**PO Box 1215**

**Georgetown, TX 78627**

This annual campaign has added publicity due to the "I Live Here I Give Here" mission and Amplify Day. **This is the one campaign each year that we ask you to make checks payable to "I Live Here I Give Here" with "The Caring Place" listed in the memo line.** This ensures that we are eligible for prizes and additional funds which will help cover any platform or credit card fees after the event. Your entire gift is tax-deductible. If you have questions, please contact Rita Turner at [rturner@caringplacetx.org](mailto:rturner@caringplacetx.org) or 512-943-0702.





# HOW YOU HELPED NEIGHBORS AT THE CARING PLACE IN 2021:

Download the full report at [caringplacetx.org/annualreport](http://caringplacetx.org/annualreport).  
2000 Railroad Avenue | [caringplacetx.org](http://caringplacetx.org) | 512-943-0700



**The Caring Place**  
Helping neighbors in need since 1985

**NEIGHBORS SERVED IN  
2021: 6,637\***

\*Unique individuals

- **\$451,994** assisted 1,063 people with rent/mortgage
- **\$97,301** purchased food for the Food Pantry
- **\$71,459** assisted 130 people through Case Management programs
- **\$70,935** assisted 473 people with utility bills
- **\$20,248** provided 129 neighbors help during weather events
- **\$13,843** helped 60 people with emergency shelter
- **\$2,788** facilitated emergency transportation for 86 people
- **\$1,888** provided 22 people with medical assistance

*The mission of The Caring Place is to provide for the basic human needs of all people in our community in a welcoming, respectful and caring way.*

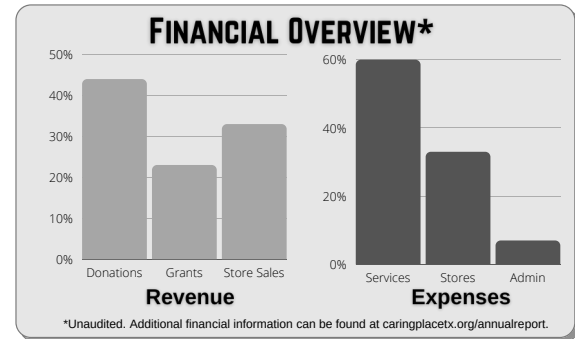
**TOTAL COST OF DIRECT  
FINANCIAL SUPPORT IS: \$730,456**

## VALUE OF NON-FINANCIAL SUPPORT:

- Store Vouchers valued at **\$8,644** provided 187 neighbors clothing and housewares.
- 19,535 visits to our Food Pantry drive through receiving 1,021,508 pounds of food with a retail value of **\$1,705,919**.



Assistant Store Manager Camille Campos displaying merchandise in our Boutique at 2000 Railroad Avenue



## FOOD PROGRAMS



Staff member Blake Burton assisting a neighbor in the Food Pantry

When life hands you lemons, you make lemonade. In our case, the pandemic kept Food Programs in our drive through for all of 2021. This created an opportunity to make much needed improvements in our Food Pantry to increase capacity and efficiency. 2022 will bring neighbors back into our Food Pantry, making those caring connections we are known for as we keep our community fed. For many families, food assistance builds stability when income is unable to fully support their household.

## THRIFT STORE NEWS

We are still not at pre-pandemic thrift store income, but we are steadily increasing those sales. Our **2021 store sales were 38% higher than 2020 at \$1,067,790**. Grants and your generous donations continue to help us fill the gap.

Learn more at [caringplacetx.org/shop](http://caringplacetx.org/shop)

## WEATHERING A STORM

In the last two years, a lot of neighbors can say they weathered a brutal storm. The pandemic has been a unique storm for all of us, but in 2021, neighbors found themselves weathering literal storms. The most damaging was Winter Storm Uri, while Hurricane Ida displaced new neighbors into our community. The Caring Place found itself continuing to meet the most pressing needs of our neighbors during weather events.

Temporary shelter needs, emergency food purchases, emergency home repairs, increased utility costs, transportation limitations and unexpected bills accumulated for vulnerable neighbors, many of whom lost hours at work due to the storm. Advocating for disaster relief funds was just part of the day.

Sometimes it just takes one burst pipe to pull a family into long-term crisis mode. Programs & Services staff worked with neighbors to meet immediate needs and facilitated resources to ease the burden for those impacted most.

We don't know what storm will come next, but The Caring Place knows its job is to help our community through it. We do that with our community's help.



Volunteer Mary Bray

## VOLUNTEER IMPACT

As we increased services in 2021, we needed the support of our 383 volunteers. **Our volunteers put in 18,236 hours of time, an in-kind gift of \$520,455.**



Board Member Isaac Lopez and Volunteer Patsy Bracamontez (siblings), greet each other during The Caring Place's 2021 Volunteer Appreciation event

## NEWS IN DONATIONS



Al Beaver volunteering in the Donations drive through

The Donations drive through saw **9,015 cars** at an average of **201 cars** per day in 2021! Kudos to our community for loyally donating gently used items during our limited hours!

*"In 2021, The Caring Place continued to provide care in our community. The ongoing pandemic and extreme weather conditions offered new challenges, but our wonderful support system with its amazing donors, volunteers, staff, customers and community cheerleaders kept The Caring Place moving forward. We are thankful for the good work your support allows us to accomplish." - Ginna O'Connor, Executive Director*