

**This Online Giving Campaign Starts with YOU!**



**Amplify**  
GEORGETOWN

# **Sponsorship Packet: 2024**



**SPONSOR DEADLINE:**  
**January 19th, 2024**

**Public Amplify giving begins in mid-January and ends March 6th at 6:00 p.m.**

**Be the  of caring in our community TODAY.**



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GEORGETOWN



# DOUBLE YOUR IMPACT DURING THIS CAMPAIGN!

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 2022, The Caring Place provided our community with over \$3.2 million worth of basic needs and financial support. YOU are the reason we can do this important work.

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 2024 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. We raised over \$120,000 in 2022 and over \$128,000 in 2023.

**Our community gets excited to see businesses match their gifts 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. This is our biggest fundraising event for 2024, and it will be the easiest and most rewarding gift you give! **So, can you help us do it again?**

Sincerely,

Ginna O'Connor, Executive Director  
The Caring Place  
EIN: 74-2386902



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







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GEORGETOWN



# SPONSORSHIP LEVELS

At what level will you shine your light this year?

## Sparkling Heart \$10,000

- One black color prominent logo 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
- Banner recognition at The Caring Place for the 7 days prior to Amplify
- Facebook ad worth \$30 to boost your name in conjunction with giving to this campaign
- 8 2024 T-shirts from The Caring Place

## Luminous Heart \$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
- Banner recognition at The Caring Place for the 7 days prior to Amplify
- Facebook ad worth \$20 to boost your name in conjunction with giving to this campaign
- 6 2024 T-shirts from The Caring Place

## Brilliant Heart \$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
- Banner recognition at The Caring Place for the 7 days prior to Amplify
- Facebook ad worth \$10 to boost your name in conjunction with giving to this campaign
- 4 2024 T-shirts from The Caring Place

## Radiant Heart \$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
- Banner recognition at The Caring Place for the 7 days prior to Amplify
- Facebook ad worth \$5 to boost your name in conjunction with giving to this campaign
- 2 2024 T-shirts from The Caring Place



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# WHY IS THIS A GOOD PARTNERSHIP?

## Let us share our audience size:

Facebook: Over 6,100 followers  
 Instagram: Over 1,800 followers  
 Monthly Newsletter: Over 4,400 subscribed  
 LinkedIn: 224 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** since 2011.
- The Caring Place has been rated a **4 Star Charity** by Charity Navigator since 2014.
- The Caring Place is a Central Texas Food Bank **Platinum Partner**.
- The Caring Place is a **Candid Platinum Transparency Award** recipient.

Last year during Amplify, we were 6th in raising the most funds in the greater Austin area. Among non-profits serving basic needs, we raised the 2nd 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 ends on March 6th 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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GEORGETOWN



# SPONSOR INFORMATION

Submit to Rita before January 19th, 2024.



**Level:**  
(Select one)



Sparkling Heart \$10,000



Brilliant Heart \$2,500



Luminous Heart \$5,000



Radiant Heart \$1,000

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

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

*(Write it as it should appear on all publications & T-Shirt.)*

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

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

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

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

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

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

**T-shirt delivery address:** \_\_\_\_\_

*(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.



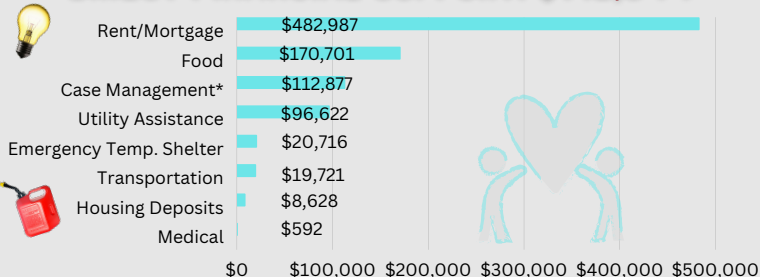
**The Caring Place**  
Helping neighbors in need since 1985

# 2022 REPORT TO THE COMMUNITY

"We are so grateful to our community for supporting The Caring Place and enabling us to accomplish our mission. The Caring Place's community-founded, community-supported, and community-serving model has effectively served Georgetown and northern Williamson County since 1985 and continues to do so today. Thank you for the continuous care you have for our neighbors." - Ginna O'Connor, Executive Director

## IN 2022, YOUR SUPPORT DID THIS:

### DIRECT FINANCIAL SUPPORT: \$912,844



\*Case Management services provide additional enhanced assistance with housing, transportation and other supports and resources to help motivated neighbors meet their longer term goals.

### FOOD MATTERS

Food is part of the critical non-financial support we offer. In 2022, there were:

- 17,876 visits to the Food Pantry;
  - 4,409 visits to remote distribution sites;
  - 902,824 pounds of food provided in those 2 programs.
- Each monthly visit provided a family on average \$250 of budget relief.

## HOW CAN YOU HELP?

### 1. SHOP



Volunteer Trena prices on Saturdays as a way to recharge and give back after a week of work. Volunteers are needed in all departments of our thrift store operations.

- The 2022 combined store sales of The Shops at The Caring Place and Second Helping were \$1,622,577 - 52% higher than 2021.
- Shop our eBay store for more great finds online.
- Designate The Caring Place as your non-profit of choice on your Randalls Remarkable Card for another easy way to begin "Shopping for Good."

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

### 2. VOLUNTEER

In 2022, 325 volunteers contributed 42,272 hours of time, an in-kind gift of \$1,266,046. This is equivalent to 20 full-time employees. As we work to expand service hours in 2023, we need volunteers more than ever! Visit [caringplacetx.org/volunteer](http://caringplacetx.org/volunteer) to learn more about volunteering at The Caring Place.

Staff member, Lisa, and volunteer, Kathy at The Caring Place's 2022 Volunteer Appreciation event. Kathy volunteers in the Food Pantry because she loves giving back to her community.



### Direct Financial Support

\$912,844

(See above graph for examples of Direct Financial Support.)



### Non-Financial Support

\$2,309,359

(food, clothing & other necessities)



"James and I, we worked hard all of our lives. But we got in a position in our life where we didn't know which way to go. The Caring Place here in Georgetown got us through it, plain and simple." -Maureen

NEIGHBORS SERVED IN 2022:  
6,490\* \*Unique individuals

## VALUE OF TOTAL RESOURCES PROVIDED IN OUR COMMUNITY: \$3,222,203\*

\*Direct financial support combined with the value of non-financial support. This value does not include our facilitation of Healthy Options Program for the Elderly or Fresh Food for Families which combined provided an additional 58,671 pounds of food for over 3,400 neighbors.

### MISSION STATEMENT

To provide for the basic human needs of all people in our community in a welcoming, respectful and caring way.

### WHAT WE DO

Help families in crisis by providing assistance with...

- Food
- Clothing & Other Necessities
- Rent & Mortgage
- Prescriptions
- Utilities
- Limited Medical, Optical & Dental
- Case Management
- Emergency Temporary Shelter
- Transportation
- Resources & Referrals
- Alternative Loan Program

### WHO WE SERVE

We assist residents of Georgetown, Andice, Bartlett, Florence, Granger, Jarrell, Jonah, Schwertner, Walburg, Weir and the portion of Hutto within the Georgetown Independent School District.

### 3. DONATE

The Donations drive through saw 22,129 cars, an average of 93 drop-offs per day in 2022! These new and gently used items that our community donates are a critical part of supporting our mission.



Staff members, Justin and Martin unload furniture.

Our Donations drive through is open Mon-Sat, 10 a.m. - 4 p.m.

Learn how to donate your stuff and discover our furniture pick up area on our website at [caringplacetx.org/donatemystuff](http://caringplacetx.org/donatemystuff).

### 4. GIVE FINANCIALLY

#### Programs & Services

2001 Railroad Avenue, Georgetown  
Mon-Fri, 9:00 a.m. to 4:00 p.m.  
[caringplacetx.org/gethelp](http://caringplacetx.org/gethelp)

#### Food Programs

2000 Railroad Avenue, Georgetown  
Mon, Tues, Wed, Fri, 9:00 a.m. to 4:00 p.m.  
[caringplacetx.org/getfood](http://caringplacetx.org/getfood)

#### Donations

2000 Railroad Avenue, Georgetown  
Mon-Sat, 10:00 a.m. to 4:00 p.m.  
Schedule Furniture Pick-Ups at 512-943-0711.  
[caringplacetx.org/donatemystuff](http://caringplacetx.org/donatemystuff)



#### The Shops at The Caring Place, Thrift Store

2000 Railroad Avenue, Georgetown  
Mon-Sat, 10:00 a.m. to 4:00 p.m.

#### Second Helping, Thrift Store

3700 Williams Drive, Georgetown  
Tues-Sat, 10:00 a.m. to 4:00 p.m.  
512-987-2998  
[caringplacetx.org/shop](http://caringplacetx.org/shop)



Your monetary donations directly support neighbors in need. You can make a one-time donation or a monthly recurring donation at [caringplacetx.org/donate](http://caringplacetx.org/donate).



Sharon, shopping in the Food Pantry with her niece said, "Places like this make a big difference, and I am sure it does for a lot of people."

Read more news and stories on our website!