

This Online Giving Campaign Starts with YOU!



Amplify
GEORGETOWN

Sponsorship Packet: 2025



SPONSOR DEADLINE:
January 20th, 2025

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

Help us  the caring in our community **TODAY.**



Amplify
GEORGETOWN



The Caring Place
Helping neighbors in need since 1985

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 2023, The Caring Place provided our community with over \$4 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 2025 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 \$128,000 in 2023 and over \$152,078 in 2024. Your gift can help change lives.

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 only fundraising event for 2025, 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



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





Amplify
GEORGETOWN



SPONSORSHIP LEVELS

Help us grow the impact in our community.

Blossoming 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 \$60 to boost your name in conjunction with giving to this campaign
- 8 2025 T-shirts from The Caring Place

Blooming 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 \$40 to boost your name in conjunction with giving to this campaign
- 6 2025 T-shirts from The Caring Place

Flowering 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 \$20 to boost your name in conjunction with giving to this campaign
- 4 2025 T-shirts from The Caring Place

Sprouting 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 \$10 to boost your name in conjunction with giving to this campaign
- 2 2025 T-shirts from The Caring Place



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The Caring Place
Helping neighbors in need since 1985

WHY IS THIS A GOOD PARTNERSHIP?

Let us share our audience size:

- Facebook: Over 6,600 followers
- Instagram: Over 2,100 followers
- Monthly Newsletter: Over 4,500 subscribed
- LinkedIn: 260 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 has been 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.

In 2024 during Amplify, we were 7th 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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SPONSOR INFORMATION

Submit to Rita before January 20th, 2025.



Level:
(Select one)



Blossoming Heart \$10,000



Flowering Heart \$2,500



Blooming Heart \$5,000

Sprouting 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.



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 or 512-943-0702.**

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



How do you help? Refer a Neighbor ♥ Shop Our Stores ♥ Volunteer ♥ Donate Your Stuff ♥ Give Financially



THE CARING PLACE 2023 REPORT TO THE COMMUNITY

The Caring Place assists neighbors in Georgetown, Andice, Bartlett, Florence, Granger, Jarrell, Jonah, Schwertner, Walburg, Weir and the portion of Hutto within the Georgetown Independent School District.



WHAT WE DO

Help families in crisis by providing assistance with...

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

Rent/Mortgage/Deposits	\$628,726
Purchased Food	\$120,037
Utility Assistance	\$92,407
Transportation	\$90,656
Emergency Temp. Shelter	\$19,127
Medical Assistance	\$5,721

DIRECT FINANCIAL SUPPORT: \$956,674

The Caring Place served **9,744** neighbors in 2023 with multiple services. Both financial and non-financial support are offered in numerous cases.

VALUE OF NON-FINANCIAL SUPPORT: \$3,127,589

Non-financial support includes the quantifiable value of food, clothing, housewares and other necessities provided to our neighbors. These items are given through Food Programs and Thrift Store vouchers. Here's what our Food Programs saw in 2023:

WHO ARE WE HELPING?

- 54% were new to all services
- 40% were uninsured
- 35% were under 18 years old
- 18% were over 55 years old
- 8% were unhoused



- 37,504 visits to the Food Pantry;
- 47,538 pounds of fresh produce distributed during the Fresh Food for Families program;
- 819 neighbors participated in HOPE (Healthy Options Program for the Elderly);
- 1,082,589 pounds of food distributed across all Food Programs; that's 902,158 meals!

FINANCIAL OVERVIEW

REVENUE

- ✓ Your Donations: 49%
- Store Sales: 43%
- Grants: 8%

EXPENSES

- ✓ Programs & Services: 88%
- Administration: 8%
- Fundraising: 4%



By using Food Programs, families can realize an estimated \$237 per month in cost savings so they can allocate funds toward other critical expenses.

What about the clothing and housewares you donate to The Caring Place? In 2023, redeemed vouchers for clothing and household items totaled \$129,323. What about all that other stuff that's donated? Revenue from our stores supports The Caring Place's operating costs so donated dollars can help neighbors in crisis. That's why it's called "Shopping for Good."

TOTAL VALUE OF SUPPORT TO OUR NEIGHBORS IN NEED: \$4,084,263

Direct financial support plus the value of quantifiable non-financial support illustrates total community financial impact.

1. SHOP



- The **2023 combined store sales** of The Shops at The Caring Place, Second Helping and eBay were **\$1,904,815**.

2. VOLUNTEER



- In 2023, **388 volunteers contributed 55,708 hours of time, an in-kind gift of \$1,771,514**. This is equivalent to 27 full-time employees.

3. DONATE



- The Donations drive through saw **28,933 cars**, an average of **97 drop-offs per day** in 2023! These new and gently used items that our community donates are a critical part of supporting our mission.

SEND FINANCIAL GIFTS TO: The Caring Place, PO Box 1215 Georgetown, TX 78627
2000 Railroad Ave. ♥ 512-943-0700 ♥ caringplacetx.org