



Compassion
Advocacy
Network, Inc.

CAUSE-RELATED SPONSORSHIP OPPORTUNITY

2024-2026



STATEMENT

Compassion Advocacy Network (CAN) is establishing a working relationship with local and national brands as a vital and innovative step into **Cause-related Marketing**. **Cause-related marketing** is an agreement between a business entity and a nonprofit to raise money for a particular cause. The business entity expects to profit from this arrangement by selling more products and enjoying the "halo" effect of a respected nonprofit or cause. **Cause-related marketing** started an essential donation, part of a product sale.

A negotiated yearly dollar amount, percentage, or portion of the revenue generated from a product sale is donated to the charity for the charitable cause. Many companies use this marketing type to embrace the importance of social causes. We specialize in creating friendly relations with at-risk 50+ senior residents. Monthly visits are made, and friendship relations are established through 1 to 1 visitation with residents. Since 2003, the **Compassion Advocacy Network** has done what our name implies - we advocate for a more compassionate world and put that advocacy into action. Our focus involves conducting simple acts of kindness that benefit isolated seniors in need.



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CAN Serves:

- Isolated seniors nursing home residents who have limited interactions with families and friends with one-to-one visits
- Families and Kids with cancer
- Persons in need of food and personal care receive items placed in CAN Help! Bags
- Growing young adults in need of personal development through programming in finance, literacy, and business

Program Description and Measures:

It was dubbed The CAN Help! Program, we assist vulnerable populations, primarily seniors, elderly veterans, the disabled, the impoverished, and those who continue to suffer the effects of COVID-19 by providing them with basic needs such as groceries & personal care items and friendship relations through 1 to 1 visitations.

Target Population, Area and Numbers to be Served:

Elderly persons 62 years or older:

- (a) Single-family (must be 100% LMI)
- (b) Multi-unit (must be 51% LMI)

51% of the clientele to be served are isolated, disabled, elderly, veterans, and low-income (LMI) residents of:

- **Southeastern Virginia**
- **Northeastern North Carolina**
- **Low Country Area South Carolina**
- **South Florida** (Plantation, Miami Lakes, Indian River County)

The number currently served is **1,200**.

Program Offers:

1. **CAN Help! Bags** (items include but are not limited to):

- Activity booklet and colored pencils for mental stimulation, relaxation, and boredom relief.
- Quality protein items to meet basic nutritional needs
- Snacks for pleasure and self-esteem
- Hygiene items like bar soap to facilitate proper hand-washing during the pandemic
- Relevant additional items

We bring the items to them.

2. **"Compassion on the Move" Mobile Food Pantry Helper Days**

This program brings food and other items to the facilities and distributes them to seniors who need food. As a result, seniors get the food they can use.

3. **Technology Education Programs**

- *How to Set Up and Use a Smartphone.* **Goal:** Provide seniors with a way to keep up with the latest relevant news. Make the phone senior-friendly by enlarging the font size, increasing the ringer sound, downloading apps, updating their contact information, and changing various settings to meet their needs.
- *How to Use Online Shopping and Delivery.* **Goal:** To help seniors who are mentally challenged and can't get out to stores, enabling them to get contactless delivery of groceries or consumer products.
- *How to Use Video Chat or Calling.* **Goal:** To combat isolationism by assisting seniors in communication with their loved ones or friends by sight and sound.

PROGRAMS/EVENTS TO SPONSOR



CAN Help! Bags

2024

ADOPT SOMEONE FORGOTTEN® Golf Tournament

June 17, 2024

CAN Christmas 2024

December 11-18, 2024

7th Annual Angel Tree Christmas Gifts for Seniors

December 5 - December 0, 2024

Compassion On the Move

2024

ABOUT OUR PROGRAMS & PROMOTIONS

DONATION LEVELS & SPONSORSHIP OPPORTUNITIES

CAN Help! Bag - \$1,750

The Can Help! Bag is a brown paper bag, our signature delivery device, which gives hope to forgotten people and helps us create life-changing moments. Each CAN Help! Bag is filled with a snack, activity booklet, hand sanitizer, personal care or hygiene items, or household cleaning product customized for senior citizens, persons with disabilities, isolated residents, their caretakers, and family members. One simple act of kindness can change a heart forever. How hard is it to fill a bag and give it to someone, letting them know they are loved and not forgotten? This program distributes approximately 12,000 bags per year.

- Includes your company logo prominently displayed on the bag
- Your company offer is placed inside the bag

ADOPT SOMEONE FORGOTTEN® Golf Tournament

June 17, 2024

Start time: Shot Gun start at 12:30 PM. The format will be "Best Ball" with 1st, 2nd, and 3rd place prizes.

This event is a testament to our commitment to uplifting the lives of isolated seniors living in poverty. We've woven a tapestry of hope for over 21 years of dedicated service, impacting thousands through tailored programs that address diverse needs and create life-changing moments. As we approach this transformative event, the generosity of individuals like you, coupled with the invaluable support of our esteemed sponsors, becomes the driving force behind our mission to foster kindness and improve lives. Your dedication resonates in every golf swing, brings joy to isolated seniors, and rekindles hope for families and kids who face cancer, transcending mere sponsorship to embody the spirit of change and unity. The ADOPT SOMEONE FORGOTTEN® Golf Tournament is more than an event; it's a collective testament to humanity's capacity for goodness. As the fairways witness your impact, we express our profound appreciation for being the catalysts, bridge builders, and champions of a community that steadfastly refuses to let anyone be forgotten. Thank you for being the heartbeat of compassion, the unsung heroes rewriting stories, and the wellspring of inspiration that guides us toward a future where kindness prevails.

Competition:

Two longest drive and closest to the pin - first on front nine and second on back 9

50/50 raffle - \$10 per raffle ticket: Half goes to the tournament winner, half to charity, and the other prizes are awarded. Participation includes 18 holes, a golf cart, range balls, a putting green, prizes, awards, lunch, and dinner.

Donation: \$500 per Team; \$125 per person

The deadline for registration is June 14, 2024—no day of event registration.

Register via email: contact@compassionadvocacynetwork.org. Please provide your first & last name, email address, phone number, and the number of players for the team roster sheet.

CAN Christmas 2024

December 11-18, 2024

Three hundred fifty seniors receive a box of items to make a Christmas dinner. The items include but are not limited to turkey, chicken, ham, canned vegetables, dessert, and a decorated Christmas Tree provided by Working Class Karma. Since 2003, **Compassion Advocacy Network** (CAN) has been a nonprofit on a mission to create life-changing moments to help isolated seniors living in poverty. CAN has been giving out trees in collaboration with Grant of Working Class Karma for the past four years. Since 2021, Grant has helped in this effort and has organized volunteers from his high school to help. Grant and CAN are committed to putting smiling faces on the sometimes "forgotten" seniors who live in nursing facilities. Compassion Advocacy Network is always grateful for the support and has tremendous joy delivering the trees!

7th Annual Angel Tree Christmas Gifts for Seniors

December 5 - December 10, 2024

One hundred seniors from the area nursing home on the peninsula fill out a Christmas present wish list, which is placed on a Christmas ornament on a Christmas Tree adorned with paper ornaments for members of Taylor Bend Family YMCA to purchase and place under the tree for pick up and delivery.

Compassion On the Move

2024

"**Compassion on the Move** "Mobile Food Pantry Helper Days are exciting for Team CAN. Throughout the month, acquired food and non-food products are inventoried, sorted, and packaged for distribution at various senior living facilities and community centers. On the Compassion on the Move day, volunteers assemble thirty minutes before issuance to get their assignments and set up on food distribution days. Tables are set out, and the volunteers rapidly fill them with food and non-food products while the seniors wait in line for us to 'open.' Seeing all the seniors each month for Team CAN staff and volunteers is exciting. We get acquainted with individuals and build friendships. For the seniors visiting the CAN Help! Bus arrival is like a child seeing the ice cream truck. There are a lot of smiles from Team CAN and the seniors.

They are happy to see us because they know we care about them. They also look forward to 'shopping the tables.' Some bring their bags, and others use the ones we provide and fill them with various items. Team CAN members often help them back to their apartments loaded with supplies. Our selection of items varies each time based on what came in during the month for distribution. At every distribution, **CAN Help! Bags** with a Thinking of You card and many other valuable items are given to each senior.

Also, items on the tables for them to select as needed are soups, canned vegetables, rice, beans, peanut butter, bread, beverages, snacks, frozen meats, fresh produce, pasta, sauces, condiments, adult incontinence pads and pull-ups, scarves, blankets, socks, toothpaste, cleaners, bath and facial tissue, hangers, and other miscellaneous items.

The work is gratifying, and the community and volunteers make it happen. Many donate food, cleaners, laundry detergent, and personal care items for us to distribute. Though we do not accept used clothing, we do accept new clothing, coats, jackets, socks, and shoes for seniors. Different groups in the community knit scarves and throws, sew lap blankets, and weave mats as gifts for our senior populations. Other businesses and individuals donate canned meats and other non-perishable goods for us to distribute. We also purchase produce, meats, bread, and other food items. Many businesses and individuals contribute money to keep Compassion flowing. Everyone can get involved and help. This program provides groceries to supplement the monthly food budget for 1,000 seniors.

Donation Levels:

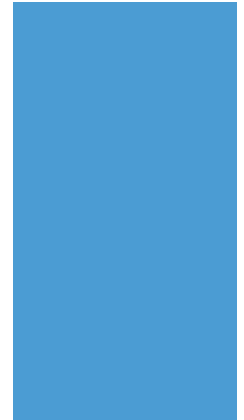
- . **\$3,750**
- . **\$2,500**
- . **\$1,750**
- . **\$1,250**
- . **\$1,000**
- . **\$750**
- . **\$550**
- . **\$375**
- . **\$250**

**I can help! You can help! We can help!
Compassion is contagious. Pass it On!**

Any amount will help us succeed in our mission.

To donate, visit www.compassionadvocacynetwork.org

ADOPT SOMEONE FORGOTTEN® Golf Tournament



Date and Time:

June 17, 2024 - 12:30 PM

Location:

Greenbrier Country Club, 1301 Volvo Pkwy, Chesapeake, VA

About the Event:

This event is a testament to our commitment to uplifting the lives of isolated seniors living in poverty. We've woven a tapestry of hope for over 21 years of dedicated service, impacting thousands through tailored programs that address diverse needs and create life-changing moments. As we approach this transformative event, the generosity of individuals like you, coupled with the invaluable support of our esteemed sponsors, becomes the driving force behind our mission to foster kindness and improve lives. Your dedication resonates in every golf swing, brings joy to isolated seniors, and rekindles hope for families and kids who face cancer, transcending mere sponsorship to embody the spirit of change and unity.

The ADOPT SOMEONE FORGOTTEN® Golf Tournament is more than an event; it's a collective testament to humanity's capacity for goodness. As the fairways witness your impact, we express our profound appreciation for being the catalysts, bridge builders, and champions of a community that steadfastly refuses to let anyone be forgotten. Thank you for being the heartbeat of compassion, the unsung heroes rewriting stories, and the wellspring of inspiration that guides us toward a future where kindness prevails.

Competition:

Two longest drive and closest to the pin - first on front nine and second on back 9
50/50 raffle - \$10 per raffle ticket: Half goes to the tournament winner, half to charity, and the other prizes are awarded. Participation includes 18 holes, a golf cart, range balls, a putting green, prizes, awards, lunch, and dinner.

Donation: \$500 per Team; \$125 per person

The deadline for registration is June 14, 2024—no day of event registration.

Register via email: contact@compassionadvocacynetwork.org. Please provide your first & last name, email address, phone number, and the number of players for the team roster sheet.

Golf Tournament Sponsorship Levels:

Presenting Gold Title Sponsor: \$3,500

- Priority placement of name/logo on all marketing materials
- Banner with logo at the event & special Promotional Video Production
- Name/logo on two-hole sponsor signs, plus the availability to set up at holes
- Recognition/speaking opportunity at the awards ceremony
- Two foursome teams to play
- Opportunity to place items in ditty bags
- Prominent recognition in printed program & on signage

Silver Sponsor \$2,500

- Name/logo on all marketing materials
- Name/logo on one hole Sponsor sign plus the availability to set up at 1 hole
- Recognition at the awards ceremony
- One foursome team to play
- Opportunity to place items in ditty bags
- Prominent recognition in printed program & on signage

Bronze Sponsor: \$1,750

- Name/logo on scoreboard/banner
- One foursome team to play
- Option to place items in ditty bags
- Prominent recognition in the printed program

Golf Tournament Sponsorship Levels:

Ditty Bag Sponsor: \$1,250

- Name/logo on ditty bags
- One foursome team to play
- Option to place items in ditty bags

Lunch & Dinner Sponsors: \$1,250

- Name/logo on the signage for the area
- Name/logo on box/bag & banner

Beverage Cart Sponsor: \$1,000

- Logo on beverage carts
- Opportunity to place items in ditty bags

Driving Range Sponsor: \$300

- Logo on the signage for the area
- Option to place promotional items in ditty bags

Hole Sponsor: \$300

- Availability to set up at assigned hole for marketing

Longest Drive Sponsor: \$300

- Company signage at hole

Closest to the Pin Sponsor: \$300

- Company signage at hole

Golf Cart Sponsor: \$500

- Logo in golf cart

Mulligans

- 1 for \$5
- 3 for \$10

Hole-in-One

Hole-in-one at designated hole wins a car!

Silent Auction & Raffle Items Available

CAN Christmas 2024



Date and Time:

December 11-18, 2024 - 1:30 PM

Location:

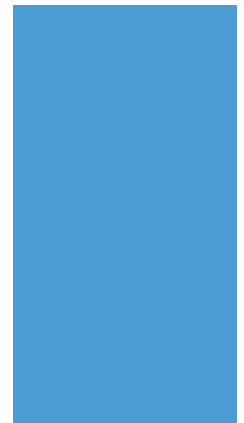
Paula Maria Village Apartments, 100 Martha Lee Dr, Hampton, VA

About the Event:

Three hundred fifty seniors receive a box of items to make a Christmas dinner. The items include but are not limited to turkey, chicken, ham, canned vegetables, dessert, and a decorated Christmas Tree provided by Working Class Karma. Since 2003, **Compassion Advocacy Network** (CAN) has been a nonprofit on a mission to create life-changing moments to help isolated seniors living in poverty.

CAN has been giving out trees in collaboration with Grant of Working Class Karma for the past four years. Since 2021, Grant has helped in this effort and has organized volunteers from his high school to help. Grant and CAN are committed to putting smiling faces on the sometimes "forgotten" seniors who live in nursing facilities. **Compassion Advocacy Network** is always grateful for the support and has tremendous joy delivering the trees!

7th Annual Angel Tree Christmas Gifts for Seniors



Date:

December 5 - December 0, 2024

Location:

Taylor Bend YMCA, Chesapeake, VA

About the Event:

One hundred seniors from the area nursing home on the peninsula fill out a Christmas present wish list, which is placed on a Christmas ornament on a Christmas Tree adorned with paper ornaments for members of Taylor Bend Family YMCA to purchase and place under the tree for pick up and delivery.

Sponsorship Level:

Presenting Gold Title Sponsor: \$1,500

- Priority placement of name/logo on all marketing materials
- Special promotional video production
- Prominent recognition of printed ornaments

Compassion on the Move



About the Program:

"Compassion on the Move "Mobile Food Pantry Helper Days are exciting for Team CAN. Throughout the month, acquired food and non-food products are inventoried, sorted, and packaged for distribution at various senior living facilities and community centers. On the Compassion on the Move day, volunteers assemble thirty minutes before issuance to get their assignments and set up on food distribution days. Tables are set out, and the volunteers rapidly fill them with food and non-food products while the seniors wait in line for us to 'open.' Seeing all the seniors each month for Team CAN staff and volunteers is exciting. We get acquainted with individuals and build friendships. For the seniors visiting the CAN Help! Bus arrival is like a child seeing the ice cream truck. There are a lot of smiles from Team CAN and the seniors.

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Donation Levels:

- \$3,750
- \$2,500
- \$1,750
- \$1,250
- \$1,000
- \$750
- \$550
- \$375
- \$250

Sponsorship Levels:

Title Sponsor: \$15,000

- Your company logo displayed on the front panel of the bus, with Powered By Designation (Your Company Name) on all Compassion on the Move and Compassion Advocacy Network programs and volunteer opportunity promotional materials.

Presenting Sponsor: \$1,750

- Your company logo will be prominently displayed on either the windows of the bus or on a banner that will hang from the bus shown on the day of distribution on site.

CAN HELP! PROGRAM ACCOMPLISHMENTS



First Program Service Accomplishment

The **CAN Help! Program** increased the amount of supplemented food and toiletries for **550 people per month** and provided masks and cleaning supplies to assist with COVID-19 safety. This program also kept two adults with learning disabilities and autism spectrum disorder from homelessness by **providing housing, utilities, and groceries**. In addition, we have given over **\$60,000 in direct support to families** that have been financially devastated due to battling cancer. We've sent **cancer-stricken** children to summer day camps to show they are loved and not forgotten. We've **hosted social events** for isolated elderly and nursing home residents not regularly visited by family or friends. We've **distributed over 40,500 CAN Help! Bags** filled with food and personal care items. That's over **1,000,000 items** of high-quality soups, simple meals, snacks, healthy beverages, clothing, personal care & household products. We also help **educate young adults** through financial, literacy, and entrepreneurial programs.

Expenses: \$124,936

Including grants of: \$82,618

Revenue: \$140,994

Second Program Service Accomplishment

Families and Kids with Cancer provides grants to cover medical costs, medicines, custom mobile mobility ramp builds, and technical support for individuals and kids with cancer or recovering from cancer or other medical challenges. We also conduct fundraising for retired first responders and military veterans suffering from medical issues.

Expenses: \$10,791

Including grants of: \$500

Revenue: \$10,875

Third Program Service Accomplishment

Operation TIDY taught integrity to young adults with learning disabilities, autism spectrum disorder, and Asperger's through entrepreneurial, character training, and essential life management.

Expenses: \$26,338

Including grants of: \$1,180

Revenue: \$25,400

Additional Program Service Accomplishment

CAN Christmas provides Christmas meals and gifts to **250 homeless persons**, single mothers, children, and other income-challenged individuals

Expenses: \$2,552

Including grants of: \$1,000

Revenue: \$2,800

To date, we have invested over \$1,619,312 into other people to help them improve their quality of life.



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We can help!**

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Any amount will help us succeed in our mission.**

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Donors & Sponsors

Partial List

