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*Jersey Cares 2023 First Night Kit Program*

Hello,

Jersey Cares established the First Night Kit Program in response to an overwhelming demand from nonprofit partner organizations. Throughout the year, volunteers collect essential hygiene items for domestic violence shelters, transitional housing facilities, runaway safe havens, foster homes and other agencies with transitional populations. These hygiene items are given to individuals during their “first night” at one of these shelters or facilities.

Corporate partnerships are essential to maximizing the impact of the First Night Kit Program. With the support of your company, thousands of our New Jersey neighbors will receive essential hygiene products like soap, shampoo, deodorant, toothpaste, and much more.

Below are varying levels in which your company can support in-need individuals through the First Night Kit Program:

**Presenting Sponsor: \$7,000**

- Recognition:
  - Listed as the Presenting Sponsor on the Jersey Cares website home page and lead logo placement on all outgoing marketing materials related to the First Night Kit Program.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Complimentary 1-hour customized virtual volunteer activity for up to 50 volunteers. Project details to be determined with a Corporate Relations Manager (*Jersey Cares will provide your company with a list of customized virtual volunteer opportunities to choose from*).
- If signing up to donate First Night Kit items:
  - Access to online registration materials.
  - Access to customized donation page via YouGiveGoods to engage your employees in the First Night Kit Program virtually.
  - Customized communications for your company to promote and execute a First Night Kit collection drive internally.
  - Complimentary donation pick-up from up to 3 New Jersey locations. Pick-up dates must be scheduled based on availability of Jersey Cares staff.

**Gold Sponsor: \$2,500**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the First Night Kit Program.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to donate First Night Kit items:
  - Access to online registration materials.
  - Access to customized donation page via YouGiveGoods to engage your employees in the First Night Kit Program virtually.
  - Customized communications for your company to promote and execute a First Night Kit collection drive internally.
  - Complimentary donation pick-up from up to 2 New Jersey locations. Pick-up dates must be scheduled based on availability of Jersey Cares staff.

### **Silver Sponsor: \$1,000**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the First Night Kit Program.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to donate First Night Kit items:
  - Access to online registration materials.
  - Access to customized donation page via YouGiveGoods to engage your employees in the First Night Kit Program virtually.
  - Complimentary donation pick-up from up to 1 New Jersey location on a date determined by Jersey Cares. Pick-up date must be scheduled based on availability of Jersey Cares staff.

### **Bronze Sponsor: \$500**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the First Night Kit Program.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- If signing up to donate First Night Kit items:
  - Access to online registration materials.
  - Access to customized donation page via YouGiveGoods to engage your employees in the First Night Kit Program virtually.

### **Sponsorship**

An investment in Jersey Cares will support delivery of the full range of Jersey Cares' programs and provide capacity to engage employees in these programs according to the company's goals and the interests of its employees. Your gift will enable Jersey Cares to reach out to New Jersey's communities, bringing together our residents to tackle our most pressing challenges, create opportunities for struggling neighbors and make life in our state better for all who live and work here.

#### **Conditions:**

- Jersey Cares will distribute First Night Kit items to 501c3 nonprofit organizations, public schools, and government agencies that have pre-registered to receive First Night Kits. Companies cannot select nonprofit beneficiaries.
- If signing up to donate First Night Kit items:
  - Corporate sponsors are responsible for collecting items listed on the accepted First Night Kit Program list. Jersey Cares is not responsible for purchasing or gathering any items for your company.
  - Jersey Cares will not provide collection boxes or other containers for collection.
  - Sponsors at the "Bronze" sponsorship level will be responsible for delivering or shipping collected donations to the Jersey Cares office at 290 W Mt. Pleasant Avenue, Suite 1320, Livingston, NJ 07039 by a date determined by Jersey Cares.
  - All sponsorship levels are non-exclusive.
  - All sponsorships are valid until January 31<sup>st</sup>, 2024.

### **Cause Marketing Opportunities**

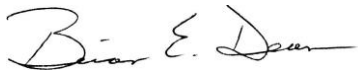
If your company is unable to support the Jersey Cares First Night Kit Program with a financial sponsorship, please consider organizing a Cause Marketing Campaign. Jersey Cares will partner with your company to create a custom Cause Marketing Campaign that promotes your company's product or service while mutually benefitting the First Night Kit Program. For more information about Cause Marketing opportunities, please contact Evan Lewis, Director of Corporate & Foundation Relations at [evan@jerseycares.org](mailto:evan@jerseycares.org).

### **Your Support at Work**

In 2022, Jersey Cares executed 7 statewide collection drives benefitting thousands of individuals throughout New Jersey. In partnership with over 250 nonprofit organizations, Jersey Cares donated 4,790 school supply kits to under resourced students through our School Supply Drive; over 62,000 diapers through our Diaper Drive, benefitting hundreds of families during the COVID-19 pandemic; 18,208 winter coats to individuals through our Coat Drive; 3,890 Halloween costumes for children of low-income families through our Halloween Costume Drive; 4,603 gifts for children who may not normally receive gifts around the holidays; thousands of hygiene items through our First Night Kit program, benefitting homeless or transitioning individuals; and hundreds of supplies for animal shelters through our Animal Shelter Helpers program.

I look forward to talking with you more and continuing a creative partnership with your company through the support of the First Night Kit Program. We will follow up with you shortly, however, please feel free to call our office at 973-533-1993 should you have any questions or if you would like additional information in the interim. Again, all of us at Jersey Cares are pleased to be continuing this conversation and look forward to hearing back soon.

Sincerely,

A handwritten signature in black ink that reads "Brian E. Dean". The signature is written in a cursive style with a large initial "B" and a long, sweeping underline.

Brian E. Dean  
President and Chief Executive Officer