



The Power of Partnerships

Partner with Sunbeam Family Services and join the movement to help our Oklahoma neighbors learn, grow, heal, and thrive.

Your power to empower.

Thanks to the generosity of compassionate corporate and community groups, Sunbeam provides life-changing support to nearly 15,000 Oklahomans each year. Your generosity supports holistic services to help children, families and seniors learn, grow, heal, and thrive.

With your support, the future is bright for our neighbors.

Partnering with Sunbeam is an engaging way to connect your brand and employees to Sunbeam and help resiliency in our community. Corporate and community partners are key to our bottom line and keeping administrative expenses low.

Mission

Partners like you help Sunbeam fulfill our mission of providing help, hope and the opportunity to succeed through Early Childhood, Foster Care, Counseling and Senior Services.

Changing lives since 1907.

For 112 years, Sunbeam has been a vital support to individuals and families in Central Oklahoma. Sunbeam's programs and services address the physical, mental, and emotional health of our clients. This holistic approach means many of our clients benefit from two or more of our service programs. Sunbeam strongly values collaboration and continually seeks new partnerships with organizations to better serve our neighbors.

“Our teams here at Chesapeake love giving back to the community through volunteering with Sunbeam! The staff is always so pleasant to work with and everything is always so well organized. Everyone has a story, wants to feel loved and cared about, and everyone deserves to feel special and noticed. It's always about people and making connections.”

- Sarah Weller with Chesapeake Energy Corporation

Your partnership. Your Impact

Thanks to generous partners like you, last fiscal year:

- Sunbeam impacted **14,597 individuals** in Central Oklahoma.
- **3,110 senior adults** received safe and caring support through the Senior Services program, a 14 percent increase over the previous year. This program impacted an additional **5,061 family members** through the Grandparents Raising Grandchildren, Caregiver Fundamentals and Foster Grandparents programs.
- **559 Oklahomans received compassionate counseling services**, a 25 percent increase from the previous year, which **impacted 839 family members**.
- **741 children enrolled** in Sunbeam's early childhood center, Educare OKC, partner sites, and Home Based Care, a 20.6 percent increase from the previous year. Our holistic services impacted **2,542 family members**, based on an average household size of 2.5, who were supported by our Family Advocates.
- **109 foster children were placed** in loving homes and Sunbeam's wrap around services supported **97 foster parents and their biological children**.
- **1,711 individuals received trainings**, such as employee assistance, English as Second Language classes, and first-aid.
- Our admin and fundraising costs are less than 10 percent, so **every \$1 donated 90 cents goes directly to helping our community**.

"Giving back is a core value at Tall Oak Midstream, Sunbeam Family Services is an outstanding organization and we are very pleased to support its efforts to assist the most vulnerable among us and strengthen every generation in our community."

- Carlos Evans, chief commercial officer and founding partner of Tall Oak Midstream



Early Childhood Services

Educare OKC

Sunbeam's Early Childhood program is a leader in early childhood education. Sunbeam prepares children birth to five to enter kindergarten with the skills necessary to be ready for school - and beyond. Sunbeam helps families who might normally have difficulty in accessing high-quality early learning and care programs by providing home-based and full-day, full-year center-based services at no cost to the family of the child.

The five major goal areas are: Social-Emotional, Language and Literacy, Approaches to Learning, Cognition and General Knowledge, and Physical Well-Being. In each area, goals for children's development are identified, as well as specific areas and examples of knowledge and skills associated with each goal.

Sunbeam supported children and their families through **EDUCARE OKLAHOMA CITY AND 15 PARTNER CHILD CARE CENTERS.**

741 CHILDREN ENROLLED in Sunbeam's Early Childhood Centers and Home Based Care, a 20.6% increase from the previous year.

639 INDIVIDUALS RECEIVED PARENTING AND LITERACY TRAINING to strengthen their families, a 40% increase over the previous year.

In 2018-19, it costs \$4,692,414 to run Educare OKC. It costs an average of \$18,765 to help one child at Educare Oklahoma City and help children learn, grow, and thrive.

Your power to empower

- A gift of \$1,000 provides 3 weeks of quality education for one child at Educare OKC
- A gift of \$5,000 provides 3 months quality education for one child at Educare OKC
- A gift of \$10,000 provides 6 months quality education for one child at Educare OKC
- A gift of \$20,000 provides one child a year with one year of quality education at Educare OKC, as well as 6 weeks of quality education for another child at Educare OKC



Foster Care:

Opening Hearts and Homes

On average, 8,000 children are in DHS custody throughout Oklahoma and have entered the foster system due to severe neglect or abuse. Children deserve safe, loving homes where they can grow and thrive. Sunbeam has served Oklahoma's children in foster care for over 100 years. Through the Foster Care program, we work with families in Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain, and Oklahoma counties.

Sunbeam provides safe, stable homes, and loving families to children ages 17 and under. After recruiting and training new foster parents, Sunbeam's Foster Care program provides ongoing support, case management, and access to our wraparound services to ensure long-term success. Sunbeam's Counseling services are available to support foster parents and children. Additionally, children in foster care have priority placement in Sunbeam's Early Childhood centers.

106 FOSTER CHILDREN were placed in loving homes with families who make them feel safe, valued and loved.

14 FOSTER HOMES were certified and opened their hearts and homes to support foster children.

Provided **15,415 DAYS OF CARE** with **29 CERTIFIED FOSTER HOMES**.

In 2018-19, it costs \$341,986 to support Sunbeam's Foster Care program.

Your investment opens hearts and homes.

- A gift of \$1,000 provides the equivalent of 50 hours of case management services for foster children and foster families
- A gift of \$5,000 provides the equivalent of 250 hours of case management services for foster children and foster families
- A gift of \$10,000 provides the equivalent of 500 hours of case management services for foster children and foster families
- A gift of \$20,000 provides the equivalent of 1,000 hours of case management services for foster children and foster families



AND
SO
THE
ADVENTURES
BEGIN

Edu-Color Blocks

Counseling: **Offering Hope to Individuals and Families**

Sunbeam offers high-quality, affordable counseling services for people of all ages who need help with life's challenges such as grief or loss, depression and anxiety, managing anger and overcoming negative behaviors, addiction, family and blended family relationships, and children's issues related to school or home behaviors. Clients learn ways to identify, cope, and build strengths to overcome difficulties.

Sunbeam's staff consists of mental health professionals who provide traditional counseling services based on their professional training, experience, and areas of expertise. Counselors are Licensed, License Eligible, or Master-Level Interns who are supervised by Licensed Clinicians. Sunbeam's counselors are professionally trained in individual, marital, relationship, and family therapies. They have the experience and dedication to help individuals and families find solutions that provide hope and make life more meaningful and satisfying.

559 OKLAHOMANS received direct compassionate counseling services, **A 25.3% INCREASE** from the previous year.

311 INDIVIDUALS RECEIVED TRAINING on a variety of mental health topics.

171 CLIENTS ALSO RECEIVED SERVICES THROUGH SUNBEAM'S OTHER PROGRAMS.

In 2018-19, it costs \$449,318 to support Sunbeam's Counseling program.

Your investment offers hope to individuals and families.

- A gift of \$1,000 provides the equivalent of 8 hours of supportive, life-changing counseling services.
- A gift of \$2,000 provides the equivalent of 16 hours of supportive, life-changing counseling services.
- A gift of \$5,000 provides the equivalent of 40 hours of supportive, life-changing counseling services.
- A gift of \$10,000 the equivalent of 80 hours of supportive, life-changing counseling services.



Senior Services:

Giving Hope and Restoring Dignity

- Caregiver Fundamentals Program: Sunbeam's program creates an environment of support for families providing care to others in their families, including grandparents raising grandchildren. With the goal of encouraging self-care, the program provides support groups, counseling, respite care, training services, the CareTrak program, and resources-referral information.
- Senior Companion Program: Senior Companions spend quality time each week with a senior adult providing support that may include: light housekeeping, playing games, and talking with the senior. The volunteers give back in their own community while developing a nurturing, supportive companionship with another senior adult who may be homebound due to illness or age.
- Emergency Senior Shelter: Emergency Senior Shelter is the only facility of its kind in Oklahoma and provides temporary housing and case management for homeless adults aged 60 and older. During their stay, residents receive home-cooked meals, a warm bed, and weekly laundry services along with comprehensive case management, including an individualized plan developed to support them in their path toward permanency.

3,110 SENIOR ADULTS received caring support through the Senior Services program, a **14.3% INCREASE** over the previous year.

328 GRANDPARENTS AND 869 GRANDCHILDREN received supportive services through the Grandparents Raising Grandchildren program.

187 SENIORS RECEIVED TRAININGS on a variety of self-care topics for caregivers, including legal, health and depression.

100 SENIOR COMPANIONS provided quality, in-home support and companionship to 203 homebound seniors and 35 respite homes.

99 HOMELESS SENIOR RESIDENTS RECEIVED CARE at the Emergency Senior Shelter and found safe, permanent home. **35% OF SENIORS SERVED THROUGH THE SHELTER WERE VETERANS.**

In 2018-19, it costs \$1,175,268 to support Sunbeam's Senior Services program.

Give hope and restore dignity to Oklahoma's seniors.

- A gift of \$1,000 provides the equivalent of 90 hours of shelter residential care workers for safety.
- A gift of \$5,000 provides the equivalent of 450 hours of shelter residential care workers for safety.
- A gift of \$10,000 provides the equivalent of 900 hours of shelter residential care workers for safety.
- A gift of \$20,000 provides the equivalent of 1,800 of hours of shelter residential care workers for safety.

SHINE

A LIGHT



Sponsor a Special Event

Shine a Light

At this annual gala, join us in shining a light on Sunbeam's mission. Nearly 400 guests enjoy fun evening featuring a delicious dinner, tasty drinks, incredible raffle items, and more! Must be 21 to attend.

- Event date: April 30, 2020
- Location: Embassy Suites Downtown
- Audience: Affluent adults and corporate/business partners

Radiant Sponsor

This special sponsorship opportunity is limited to 4 sponsors.

\$10,000

- Premier seating for two tables of eight.
- VIP drink tickets for 16.
- Logo and name recognition on an electronic invitation, mailed invitation.
- Logo and name recognition on the program, table displays and slideshow presentation at the event.
- Logo recognition on the ShineALightOKC.org and sunbeamfamilyservices.org websites.
- Inclusion in at least 4 social media posts.
- Featured in at least two press releases.
- Name recognition in e-newsletter.
- Special recognition during the agenda.

Brilliant Sponsor

\$5,000

- Premier seating for one table of eight.
- VIP drink tickets for eight.
- Name recognition on program, presentation and table displays at the event.
- Name recognition on the ShineALightOKC.org and sunbeamfamilyservices.org websites.
- Inclusion in at least 2 social media post.
- Featured in at least three press releases.
- Name recognition in e-newsletter.

Shimmer Sponsor

\$2,500

- One table of eight.
- Name recognition on program, presentation and table displays at the event.
- Name Recognition on the ShineALightOKC.org and sunbeamfamilyservices.org websites.

Glow Sponsor

\$500

- Seating for two.
- Name recognition on program and presentation materials at the event.

Individual Ticket

\$150

- One individual ticket to Shine a Light.

Portions of your sponsorship may not be tax-deductible.

Year-Round Partnership Opportunities

Be a shining light, partner with Sunbeam Family Services year-round. Sunbeam Family Services greatly appreciates any unrestricted contributions. These donations can support all four of our programs. Funds can also be designated to support a specific project or program. Year-round support allows Sunbeam to determine the greatest need and use your gift to give support where it is needed most.

Changemaker Partner

\$100,000 Investment per year

Media and Social Media

- Special media event to announce sponsorship.
- Check presentation opportunity at Sunbeam.
- At least 2 press releases throughout the year highlighting your partnership.
- At least 6 social media posts promoting your partnership on Facebook, Twitter, Instagram, and/or LinkedIn.

Marketing

- Partnership feature on your organization in Sunbeam's Annual Report.
- Homepage logo recognition year-round.
- Your logo included on Sunbeam's partnership page on sunbeamfamilyservices.org.
- Your logo and name displayed on Sunbeam's lobby screen year-round.
- A spotlight on your business featured in an edition of Sunbeam's monthly e-newsletter.
- E-Newsletter logo recognition for an entire year.
- Use of Sunbeam's logo.

Special Events

- Santa sponsorship of A Very Giving Christmas.
- Radiant sponsorship of Shine A Light annual gala.

Volunteerism

- Priority volunteer scheduling for exclusive Sunbeam events, including A Very Giving Christmas, Educare's Fall Carnival, Educare's Fall Feast, Foster Care In-Service, and Dr. Seuss Reading Day.
- Customized team-building event at Sunbeam Family Services, including a group tour and awareness-raising activity.

Engagement

- Personalized giving page for your organization in support of Sunbeam's mission.
 - Access to our community room for lunch or meetings on site before or after volunteer shift.
 - Enjoy a meal at Educare with children or at the Emergency Senior Shelter.
 - Opportunity for a Sunbeam subject matter expert to hold a lunch and learn at your organization on the areas of Counseling, Early Childhood, Foster Care and/or Senior Services.
 - Stewardship report shared at the end of the partnership cycle detailing the impact of your support.
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Please choose four additional benefits:

- Facebook Live with Sunbeam and your business.
- Sponsor the Volunteer of the Quarter Award - four opportunities available each year.
- Sponsor the Kid Governor Program - one opportunity available each year.
- Sunbeam's monthly e-newsletter presented by your organization for one month - 12 opportunities available each year.
- Sponsor Volunteer Appreciation Week in April - 4 opportunities available each year.
- Logo Recognition on our Thank You notes to donors above \$100 for one month - 12 opportunities available each year for one month.
- Sponsor the Beacons, Sunbeam's young professional group - 4 sponsorship opportunities available each year.
- Sponsor a Grandparents Raising Grandchildren Support Group Site for one year - your support includes providing volunteers for support groups.
- Sponsor an Early Childhood site for Reading Buddies Program for one year - your support includes providing volunteers for support groups

Transformative Partner

\$75,000 Investment per year

Media and Social Media

- Special media event to announce sponsorship.
- Check presentation opportunity at Sunbeam.
- At least 2 press releases throughout the year highlighting the partnership.
- At least 6 social media posts promoting your partnership on Facebook, Twitter, Instagram, and/or LinkedIn.

Marketing

- Your logo included on Sunbeam's partnership page on sunbeamfamilyservices.org.
- Your logo and name displayed on our lobby screen year-round.
- A spotlight on your business featured in an edition of Sunbeam's monthly eNewsletter.
- Use of Sunbeam's logo.

Special Events

- Santa sponsorship of A Very Giving Christmas.
- Radiant sponsorship of Shine A Light annual gala.

Volunteerism

- Priority volunteer scheduling for exclusive Sunbeam events, including A Very Giving Christmas, Educare's Fall Carnival, Educare's Fall Feast, Foster Care In-Service, and Dr. Seuss Reading Day.
- Customized team-building event at Sunbeam Family Services, including a group tour and awareness-raising activity.
- Stewardship report shared at the end of the partnership cycle detailing the impact of your support.

Engagement

- Personalized giving page for your organization in support of Sunbeam's mission.
 - Access to our community room for lunch or meetings on site before or after volunteer shift.
 - Enjoy a meal at Educare with children or at the Emergency Senior Shelter.
 - Opportunity for a Sunbeam subject matter expert to hold a lunch and learn at your organization on the areas of Counseling, Early Childhood, Foster Care and/or Senior Services.
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Please choose three additional benefits:

- Facebook Live with Sunbeam and your business.
- Sponsor the Volunteer of the Quarter Award – four opportunities available each year.
- Sponsor the Kid Governor Program – one opportunity available each year with naming rights.
- Sponsor Volunteer Appreciation Week in April – 4 opportunities available each year.
- Sunbeam’s monthly newsletter presented by your organization for one month - 12 opportunities available each year.
- Logo Recognition on our Thank You notes to donors above \$100 for one month – 12 opportunities available each year for one month.
- Sponsor the Beacons, Sunbeam’s young-professional group – 4 sponsorship opportunities available each year.
- Sponsor a Grandparents Raising Grandchildren Support Group Site for one year – your support includes providing volunteers for support groups.
- Sponsor an Early Childhood site for Reading Buddies Program for one year - your support includes providing volunteers for support groups

“The Nextep Charitable Foundation is devoted to enriching the communities in which our people live and work, we’re happy to support Sunbeam Family Services and appreciate the work they are doing in the community.”
- Brian Fayak, president and CEO of Nextep.

Ignite Partner

\$50,000 Investment per year

Media and Social Media

- Press release to announce sponsorship.
- Check presentation opportunity at Sunbeam.
- At least 2 press releases throughout the year highlighting the partnership.
- At least 4 social media posts promoting your partnership on Facebook, Twitter, Instagram, and/or LinkedIn.

Marketing

- Your logo included on Sunbeam's partnership page on sunbeamfamilyservices.org.
- Your name displayed on our lobby screen year-round.
- A spotlight on your business featured in an edition of Sunbeam's eNewsletter.
- Use of Sunbeam's logo.

Special Events

- Elf sponsorship of A Very Giving Christmas.
- Brilliant sponsorship of Shine A Light annual gala.

Volunteerism

- Priority volunteer scheduling for exclusive Sunbeam events, including A Very Giving Christmas, Educare's Fall Carnival, Educare's Fall Feast, Foster Care In-Service, and Dr. Seuss Reading Day.
- Customized team-building event at Sunbeam Family Services, including a group tour.
- Stewardship report shared at the end of the spending cycle detailing the impact of your partnership.

Engagement

- Personalized giving page for your organization in support of Sunbeam.
 - Access to our community room for lunch or meetings on site before or after volunteer shift.
 - Enjoy a meal at Educare with children or at the Emergency Senior Shelter.
 - Opportunity for a Sunbeam subject matter expert to hold a lunch and learn at your organization on the areas of Counseling, Early Childhood, Foster Care and/or Senior Services.
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Please choose three additional benefits:

- Facebook Live with Sunbeam and your business.
- Sponsor the Volunteer of the Quarter Award – four opportunities available each year.
- Sponsor Volunteer Appreciation Week in April – 4 opportunities available each year.
- Sponsor the Kid Governor Program – one opportunity available each year with naming rights.
- Sunbeam’s monthly newsletter presented by your organization for one month - 12 opportunities available each year.
- Logo Recognition on our Thank You notes to donors above \$100 for one month – 12 opportunities available each year for one month.
- Sponsor the Beacons, Sunbeam’s young-professional group – 4 sponsorship opportunities available each year.
- Sponsor a Grandparents Raising Grandchildren Support Group Site for one year – your support includes providing volunteers for support groups.
- Sponsor an Early Childhood site for Reading Buddies Program for one year - your support includes providing volunteers for support groups

“I love Sunbeam, because the Educare program is bringing early education to the children who are often left behind. The teachers are dedicated and loving, and ensuring a brighter future for children from birth through pre-K. The facility itself is warm and inviting, filled with art and the promise of better education.”

- Jennie Penner, Friends of Sunbeam Member

Spark Partner

\$25,000 Investment per year

Media and Social Media

- Press release to announce sponsorship.
- Check presentation opportunity at Sunbeam.
- At least 2 social media posts promoting your partnership on Facebook, Twitter, Instagram, and/or LinkedIn.

Marketing

- Your name included on Sunbeam's partnership page on sunbeamfamilyservices.org.
- Your name displayed on our lobby screen year-round.
- A spotlight on your business featured in an edition of Sunbeam's eNewsletter.
- Use of Sunbeam's logo.

Special Events

- Merry sponsorship of A Very Giving Christmas.
- Shimmer sponsorship of Shine a Light annual gala.

Volunteerism

- Priority volunteer scheduling for exclusive Sunbeam events, including A Very Giving Christmas, Educare's Fall Carnival, Educare's Fall Feast, Foster Care In-Service, and Dr. Seuss Reading Day.
- Customized team-building event at Sunbeam Family Services, including a group tour.
- Stewardship report shared at the end of the spending cycle detailing the impact of your partnership.

Engagement

- Personalized giving page for your organization in support of Sunbeam.
 - Access to our community room for lunch or meetings on site before or after volunteer shift.
 - Enjoy a meal at Educare with children or at the Emergency Senior Shelter.
 - Opportunity for a Sunbeam subject matter expert to hold a lunch and learn at your organization on the areas of Counseling, Early Childhood, Foster Care and/or Senior Services.
-

Please choose two additional benefits:

- Facebook Live with Sunbeam and your business.
- Sponsor the Volunteer of the Quarter Award – four opportunities available each year.
- Sponsor the Kid Governor Program – one opportunity available each year with naming rights.
- Sunbeam’s monthly newsletter presented by your organization for one month - 12 opportunities available each year.
- Logo Recognition on our Thank You notes to donors above \$100 for one month - 12 opportunities available each year for one month.
- Sponsor the Beacons, Sunbeam’s young-professional group – 4 sponsorship opportunities available each year.
- Sponsor a Grandparents Raising Grandchildren Support Group Site for one year – your support includes providing volunteers for support groups.
- Sponsor an Early Childhood site for Reading Buddies Program for one year - your support includes providing volunteers for support groups

“Insert Quote Here”

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Help Children Thrive Match Campaign

Aug. 1 – Aug. 31, 2019

Donations raised through this campaign will support Sunbeam's programs to help children thrive through Educare Oklahoma City, Foster Care, Counseling and the Grandparents Raising Grandchildren Programs.

Please consider making a sponsorship investment of \$10,000 or more to benefit the Helping Children Thrive Match Campaign.

Educare Oklahoma City: Igniting a Love of Learning

Learning begins long before a child starts kindergarten. Studies show early learning strengthens a child's verbal and math abilities, prepares them socially to interact with others, teaches them self-regulation skills and supports development to their fullest potential. Children who are not prepared to start school at age five are at risk of never catching up, leaving an achievement gap that can persist until high school. This gap can be linked to social and economic problems later in life, including illiteracy, teen pregnancy, and high-dropout rates.

Educare OKC is a state-of-the-art school that provides early childhood education to 170 children each year. Children who attend OKC Educare develop strong social skills, including self-confidence, and emerge better prepared for kindergarten. The school nurtures early learning and closes the achievement gap of children who are in families who face the greatest number of obstacles to success. OKC Educare builds partnerships with families, coming alongside them to help with goal-setting and accessing community resources.

Foster Care: Opening Hearts and Homes

On average, 8,000 children are in DHS custody throughout Oklahoma and have entered the foster system due to severe neglect or abuse. Children deserve safe, loving homes where they can grow and thrive. Caring individuals and families make a difference in the lives of children in Central Oklahoma who need stability, guidance and community. Through the Foster Care program, Sunbeam works with families in Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain and Oklahoma counties.

Sunbeam also works to certify families interested in providing care to siblings groups of two or more. Sibling relationships are emotionally powerful and critically important not only in childhood, but over the course of a lifetime.

Sunbeam provides safe, stable homes and loving families to children ages 17 and under. After recruiting and training new foster parents, Sunbeam's Foster Care program provides ongoing support, case management, and access to our wraparound services to ensure long-term success. Sunbeam's Counseling services are available to support foster parents and children. Additionally, children in foster care have priority placement in Sunbeam's Early Childhood centers.

Grandparents Raising Grandchildren: Spreading Love Across Generations

Over 45,000 children in Oklahoma are being raised by grandparents without the presence of parents in the home. Sunbeam's Grandparents Raising Grandchildren program, a sub-program of Caregiver Fundamentals, creates an environment of support for families raising a second generation. Counseling services and support groups are available to each member of the family. In addition, financial burdens are lifted by providing back-to-school supplies and assistance during the Christmas season.

Through this campaign, your business will match financial donations made to Sunbeam Family Service's from Aug. 1 to Aug. 31, 2019, up to a certain dollar amount. Your organization also has the option to stay anonymous. Your organization's logo and/or name, will be featured on the following:

Website Promotion

- A carousel on Sunbeam's homepage promoting the Help Children Thrive Match with your organization's logo, linking to a donation page with your organization's logo.
- Thank you/email receipt with your organization's logo.

Direct Mail Campaign

- A direct mail appeal mailed to households across the Oklahoma City metro area
- Three e-appeals and two e-newsletters distributed to Sunbeam supporters
- Recognition in campaign acknowledgement letters
- Metro-Area Media Coverage
- Pre, reminder and post press releases will be sent to print and TV media and highlight your organization's partnership
- All press releases distributed during August will promote the match
- An OP Ed about the match partnership submitted to the Oklahoman
- A Public Service Announcement shared with metro-area radio stations
- Pitch TV and radio stations for interview opportunities

Social Media

- Logo featured on Sunbeam's Facebook and Twitter cover pages
- Facebook live featuring the Help Children Thrive match
- Facebook and/or Twitter boosted ads during August
- 10 social media posts during the campaign featuring your organization's name or logo
- Insta Stories

Additional Promotion

- Inclusion in all outgoing Sunbeam emails
- Signage in Sunbeam's lobby
- Focus story in the monthly Sunbeam eNewsletter
- Board, committee and Beacons emails



Break The Cycle Match Campaign

Nov. 29 – Dec. 31, 2019

Donations raised through this campaign will support Sunbeam's mission. Oklahoma's poverty rate remains significantly higher than the U.S. average. In Oklahoma, nearly one in 6 Oklahomans live with income below the poverty line.

Please consider making a sponsorship investment of \$10,000 or more to benefit the Break the Cycle Match Campaign and help children, families and seniors break the cycle of generational poverty.

Through this campaign, your business will match financial donations made to Sunbeam Family Service's from Nov. 29, 2019 – Dec. 31, 2019, up to a certain dollar amount. Your organization also has the option to stay anonymous. Your organization's logo and/or name, will be featured on the following:

Website Promotion

- A carousel on Sunbeam's homepage promoting the Break the Cycle Match Campaign with your logo, linking to a donation page with your company's logo
- Thank you/email receipt with your company's logo

Direct Mail Campaign

- A direct mail appeal mailed to households across the Oklahoma City metro area
- Three eAppeals and two e-newsletters distributed to Sunbeam supporters
- Recognition in Giving Tuesday e-appeal
- Recognition in campaign acknowledgement letters

Metro-Area Media Coverage

- Pre, reminder and post press releases will be sent to print and TV media and highlight your organization's partnership
- All press releases distributed from Nov. 29 to Dec. 31 will promote the match
- An OP Ed about the match partnership submitted to the Oklahoman
- A Public Service Announcement shared with metro-area radio stations
- Pitch TV and radio stations for interview opportunities

Social Media

- Logo featured on Sunbeam's Facebook and Twitter cover pages
- Facebook live featuring the Break the Cycle match
- Facebook and/or Twitter boosted ads between Nov. 29 and Dec. 31
- 10 social media posts during the campaign featuring your organization's name or logo
- Insta Stories

Additional Promotion

- Inclusion in all outgoing Sunbeam emails
- Signage in Sunbeam's lobby
- Focus story in the monthly Sunbeam e-newsletter
- Board, committee, and Beacons emails



Senior Shelter Match Campaign

March 1 – March 31, 2020

In the Oklahoma City metro-area, more than 1,100 of our neighbors are homeless. In partnership with donors like you, Sunbeam Family Services is working to end senior homelessness through our Emergency Senior Shelter, the state's only shelter equipped to assist homeless seniors aged 60 and older.

Please consider making a sponsorship investment of \$10,000 or more to benefit the Senior Shelter Match Campaign.

In the Oklahoma City metro-area, more than 1,100 residents are homeless each day, including 260 homeless seniors age 55 and older. Sunbeam Family Services' Emergency Senior Shelter is the only facility of its kind in the state. Each year, it provides temporary housing and case management to between 90 and 110 seniors, age 60+, who need assistance finding safe, permanent housing.

Residents served by the Emergency Senior Shelter are homeless as a result of abuse, neglect, self-neglect, or exploitation. Many are without a family support system and have a limited monthly income averaging less than \$1,000 per month. Sunbeam's Emergency Senior Shelter also serves a high number of veterans, representing 35% of residents served. The shelter is staffed 24 hours a day, seven days a week, and is supported by therapists from Sunbeam's Counseling program, administration, and embedded Legal Aid attorney.

Residents come to the Emergency Senior Shelter through referrals from our partner agencies. Most are local to Oklahoma City, but we do accept referrals state-wide and beyond. Intake to the shelter can begin the same day a referral is received. Residents immediately receive space in a semi-private room and any personal hygiene items they need. During their stay, clients receive home-cooked meals, a warm bed, weekly laundry services, and medication dispensing, as needed.

After assessing each resident's needs, staff begin working with residents to develop their individual 30-day service plan to attain safe, permanent housing. Goals are focused on health and wellness, employment, and housing and financial stability. Goals often include working with partner agencies to obtain personal documents, completing paperwork for various assistance programs, resolving legal issues, and addressing physical and emotional needs.

The holistic efforts of the Emergency Senior Shelter have resulted in a 94% success rate in homeless seniors finding a permanent home.

For this fiscal year, we have received funding from Bank of America, the City of Oklahoma City, Cox Charities, Kirkpatrick Family Fund, Philip Boyle Foundation, United Way, and private donors. The need for Emergency Senior Shelter funding is immense due to federal and state cuts in funding while the need for the shelter continues to grow. Sunbeam's External Relations staff is working to raise additional funds through an Emergency Senior Shelter fundraising campaign and continues to seek new fund sources.

Through this campaign, your business will match financial donations made to Sunbeam Family Service's Emergency Senior Shelter from March 1 – March 31, 2020, up to a certain dollar amount. Your organization also has the option to stay anonymous. Your organization's logo and/or name, will be featured on the following:

Website Promotion

- A carousel on Sunbeam's homepage promoting the Senior Services Match with your company's logo, linking to a donation page with your company's logo
- Thank you/email receipt with your company's logo

Direct Mail Campaign

- A direct mail appeal mailed to households across the Oklahoma City metro area
- Three e-appeals and two e-newsletters distributed to Sunbeam supporters
- Recognition in campaign acknowledgement letters

Metro-Area Media Coverage

- Pre-, reminder and post-press releases will be sent to print and TV media and highlight your company's partnership
- All press releases distributed during in March will promote the match
- An OP Ed about the match partnership submitted to the Oklahoman
- A Public Service Announcement shared with metro-area radio stations
- Pitch TV and radio stations for interview opportunities

Social Media

- Logo featured on Sunbeam's Facebook and Twitter cover pages
- Facebook live featuring the Senior Services match
- Facebook and/or Twitter boosted ads during March
- 10 social media posts during the campaign featuring your company's name or logo
- Insta Stories

Additional Promotion

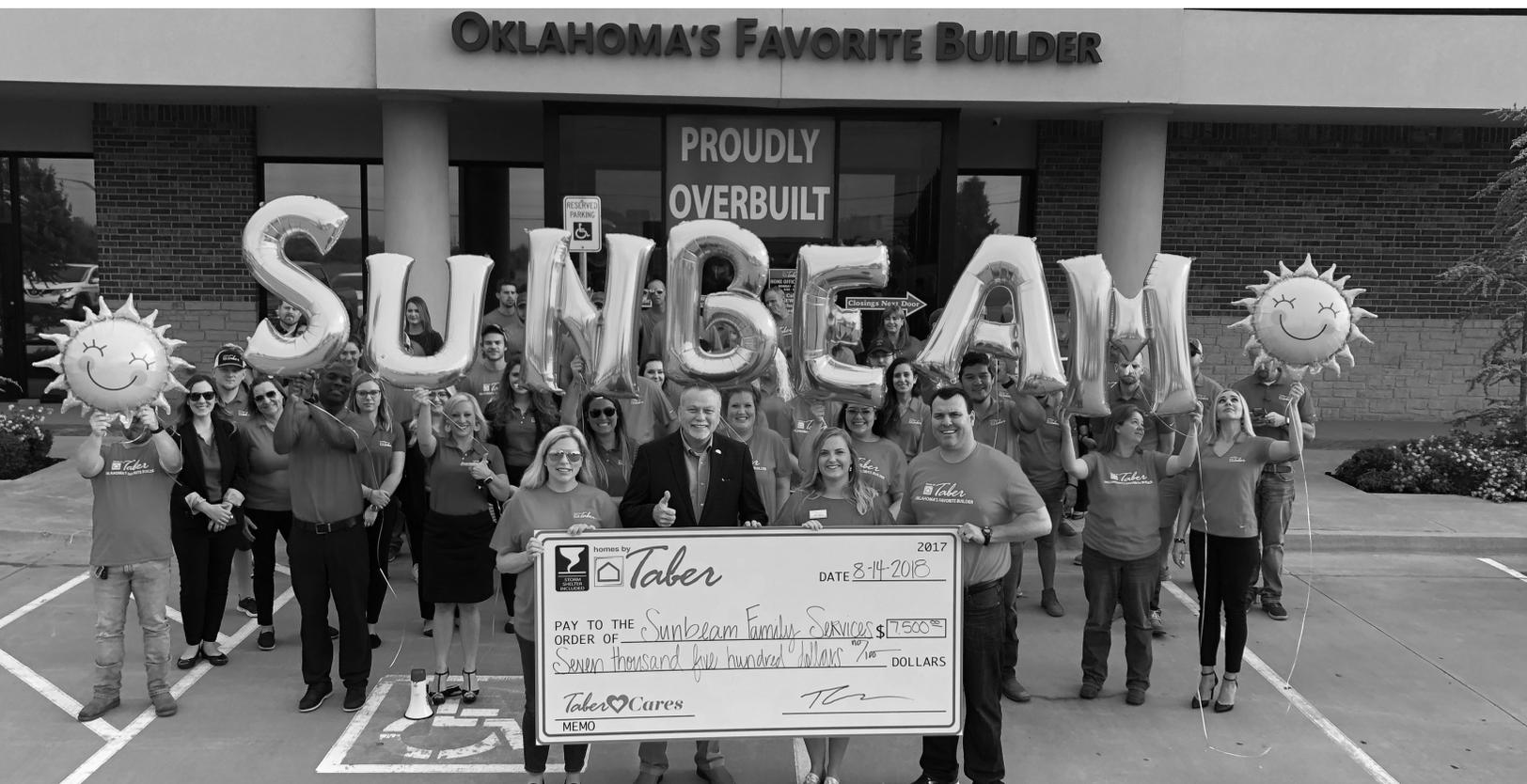
- Inclusion in all outgoing Sunbeam emails
- Signage in Sunbeam's lobby
- Focus story in the monthly Sunbeam eNewsletter
- Board, committee and Beacons emails

Leverage Your Brand to Support Sunbeam's Mission

Partner with Sunbeam to make our community stronger through a cause marketing campaign such as having a “jeans day” at your office or hosting a sports bracket challenge with part of the proceeds going to Sunbeam! Get creative and help support Sunbeam’s mission to provide help, hope, and the opportunity to succeed to over 14,000 Oklahomans each year!

Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a “for profit” business and a non-profit organization for mutual benefit. Whether it’s donating a portion of proceeds from an event to Sunbeam or making a donation each time a specific item is sold, your partnership supports Sunbeam’s mission.

To learn more, contact Jane Meeks at jmeeks@sunbeamfamilyservices.org or call 405.609.1755.



The Power of Volunteers

Volunteers are crucial in supporting Sunbeam's mission of providing people of all ages with help, hope and the opportunity to succeed through Early Childhood, Foster Care, Counseling and Senior Services. **Last fiscal year, 706 volunteers donated 2,118 hours of services, saving Sunbeam more than \$52,000 in labor costs.**

Your organization is a light to children, families and seniors! Here are a few of our yearly opportunities:

A Very Giving Christmas

A Very Giving Christmas is a Christmas store hosted by Sunbeam Family Services and Catholic Charities. Families are given "Santa Bucks" to spend in the store. Volunteers help set the warm and inviting atmosphere of the store and make the holidays special for more 500 families in the community who shop in the store.

Foster Care In-Service Childcare Volunteers

Come play with us! Volunteers are needed to provide childcare during Sunbeam's Foster Care In-Service Training. While foster parents attend necessary trainings, volunteers rock babies, play games, read to, and spend time with precious children. Sunbeam provides snacks and activities.

Reading Buddies

Read a book to a child and help to foster a love for reading while building a consistent, caring relationship. This opportunity can take place at Educare OKC or any of our partner locations and can be for individuals and groups.

To join us in volunteering or to inquire about a custom volunteer opportunity, email jmeeks@sunbeamfamilyservices.org or call at 405.609.1755.





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