

Partner**Shift**  network

Sponsorship Opportunities

Driving workforce solutions through community partnerships

Introduction

PartnerShift Network (PSN) has proudly served the Great Lakes Bay Region for over 30 years, driving workforce solutions through community partnerships. PSN strives to mitigate barriers to continued employment for the ALICE (Asset Limited, Income Constrained, Employed) population it serves.

How Change Happens

At PSN we believe when individuals can remain employed and businesses benefit from a more stable workforce, it ultimately creates sustainable, vibrant communities. PSN takes a holistic approach to workforce retention issues by recognizing that it is often the barriers people face at home that jeopardize their employment. PSN provides members of the ALICE population with access to community-based Success Coaches and full wrap-around services at no cost, ensuring that every person who is working and seeks assistance when they hit a bump in the road has someone to turn to. Wrap-around services include financial assistance with major barriers to employment retention such as transportation, housing, and childcare. Participants also receive assistance with budgeting and financial literacy, personal wellbeing, conflict resolution skills, and more. These services lift participants out of perpetual crisis and helps them grow to a place of self-sufficiency.

PSN has three programs, which participants can access resources through:

Business Resource Network (BRN): BRN is a consortium of employers that partner with PSN to leverage resources that ensure their employees' personal needs are met and therefore, improve workplace engagement and retention.

Community Workforce Success Initiative (CWSI): CWSI is a publicly accessible grant funded program that aims to stabilize ALICE families through Success Coaching and access to wrap-around services. CWSI is available to all ALICE individuals in Saginaw, Bay, Midland, and Isabella County.

Community Cupboard: Established in 2023, PSN's Community Cupboard is the region's first choice-model food pantry for working families with online ordering and options for delivery or pickup. The Community Cupboard's innovative approach to addressing food insecurity allows working individuals who can not make it to typical food giveaways to access shelf-stable foods, toiletries, and personal hygiene items when they most need them.

Join Us

PSN invites you to join us in making a measurable impact on our region's economic vitality and the lives of the ALICE families who form the backbone of our communities. Your sponsorship will directly support critical resources and personalized coaching that empower individuals to overcome barriers and achieve stability, ultimately benefiting both employees and employers across the Great Lakes Bay Region. Together, we can strive to ensure that no one has to choose between economic survival and meaningful employment.

3,168
People Served

In 2024 PSN helped 3,168 community members identified as ALICE in Bay, Saginaw, Midland, and Isabella counties overcome barriers to employment retention. PSN assisted participants from various workforce sectors including manufacturing, healthcare, customer service, education, and food and retail services.

PSN's trained Success Coaches dedicated 8,638 hours directly to working with participants. Certified as Community Health Workers, these coaches use evidence-based, trauma-informed practices to communicate with participants, tackle immediate barriers to employment and stability, and help with long-term planning, including budgeting and financial literacy.

8,638
Hours Coached

7,589
Barriers
Addressed

PSN's 3,168 participants in 2024 benefited from 7,589 individual services. Requested services varied widely depending on the participant, ranging from needing the transmission repaired in their vehicle or rent assistance, to simply wanting to learn financial literacy principles or create a budget to help develop skills to improve long-term stability.

To bolster their support for the ALICE community, PSN leveraged \$213,000 throughout 2024 to address critical barriers such as transportation, housing, and utilities. For each financial assistance request the participant creates a budget, learns financial literacy principles along the way, and pays a portion of the expense cost.

\$213k
Direct Financial
Assistance

10,039
Pounds of Food

Throughout 2024 the demand for food assistance has remained high, prompting PSN to step up. PSN created the first choice-model food pantry in the region with online ordering and options for delivery or pickup to meet the needs of the working people and families it serves. Throughout 2024, PSN delivered 10,039 pounds of food, translating to more than 6,693 meals.

"My Success Coach saved my life. She helped me escape a dangerous home life, get established in a safe place, and keep my job while going through big life changes."

"PartnerShift has helped me so much this past year. If it wasn't for their help with gas, food, and rent I'm not sure if I would still have my job. Not only that, they go above and beyond when it comes to your personal issues you're dealing with. I can honestly say this program saved me from being evicted, going hungry, and saved my dog's life by helping me afford his life-saving surgery. PartnerShift always come through in a timely manner." -Wesley G.

"They listened. I was at my wits end, and my coach listened. She helped me through everything going on at home and helped me keep my job and good standing at work."



Table Setter

\$10,000

- Presenting Sponsor of Community Cupboard (2025-2026)
- Your business or name will appear in the title of our Community Cupboard, officially recognized as “The [Your Name Here] Community Cupboard.”
- Large sized logo on Community Cupboard Shopping Bags
- Logo and recognition included on all major and community event media ads, print collateral, press releases, social media, and website properties related to Community Cupboard and CWSI
- Logo on PartnerShift Network website

Plate Filler

\$5,000

- Medium Sized logo on Community Cupboard Shopping Bags
- Logo and recognition included on all major and community event media ads, print collateral, press releases, and website properties related to Community Cupboard
- Logo on flyer included in each Community Cupboard shopping bag
- Logo on PartnerShift Network website

Provision Partner

\$1,000

- Small sized logo on Community Cupboard Shopping Bags
- Logo and recognition included on all major and community event media ads, and print collaterals related to Community Cupboard
- Logo on flyer included in each Community Cupboard shopping bag
- Logo on PartnerShift Network website

Helping Hand

\$500

- Logo on flyer included in each Community Cupboard shopping bag
- Logo on PartnerShift Network website

Friend

\$100-499

- Name listed as Friend on PartnerShift Network website
- Name listed as Friend on PartnerShift Network annual impact report



Event Details

5:30pm - 7:30pm

MAY 15, 2025

The Anderson Enrichment Center

**1120 EZRA RUST DRIVE,
SAGINAW MI 48601**

Shifting Perspectives

A Night of Impact

Join us for 'Shifting Perspectives,' a fundraiser dedicated to transforming views on employment challenges. Together, we'll support efforts to break down barriers, empower individuals to maintain employment, and foster stability. Help us create a community where everyone has the chance to thrive.



Barrier Breaker

\$2,500

- Recognition as Presenting Sponsor at the Shifting Perspectives event
- Logo and recognition included on all major and community event media ads, print collateral, press releases, social media, and website properties related to Shifting Perspectives event
- 8 tickets to event

Access Advocate

\$1,000

- Recognition as Drink Sponsor at the Shifting Perspectives event
- Logo on website properties related to Shifting Perspectives
- 6 tickets to event

Bridge Builder

\$500

- Logo on website properties related to Shifting Perspectives
- 4 tickets to event

Light Bringer

\$250

- Listed as Friend on PSN website
- Listed as Friend on PSN Annual Impact Report
- 2 tickets to event

Program Sponsorship

- Table Setter - \$10,000
- Plate Filler - \$5,000
- Provision Partner - \$1,000
- Helping Hand - \$500
- Friend - \$100 - \$499

Event Sponsorship

- Barrier Breaker - \$2,500
- Access Advocate - \$1,000
- Bridge Builder - \$500
- Light Bringer - \$250

