



*We ho-ho-hope to see you
December 17th for our 2nd annual*

Hope for the Holidays Jingle Jog 5K/Fun Run!

The course runs through beautiful Downtown Hendersonville.

Costumes encouraged and all ages welcome!

Your finisher 'medal' is a custom 'Hope'
ornament you'll select off the tree.

Did we mention cookies and
milk at the finish line??

Register Here:

elementsofhope.org/jingle-jog-fundraiser



*Bringing our community together to raise awareness
about substance misuse and support those in their recovery journey.*



Prevention Education Advocacy Recovery



Sponsorship
Opportunities

Who we are



Dear Community Partner,

In 2013 Hope Coalition was created. What started as a way to address prescription opioid misuse and was originally called HopeRX, is now a thriving community collaborative that encompasses substance use prevention, education, advocacy, and recovery services.

Today our services are rapidly expanding. By building capacity and creating long-term and sustainable plans that are action-oriented and focus on community level change, Hope Coalition leads the way in reducing the negative impact of substance misuse through prevention and education.

We work hand in hand with various community sectors to offer programs that support and empower people in their recovery journey, divert youth from becoming court involved through the Hope Rising program, and make life-saving Naloxone available at no cost, just to name a few.

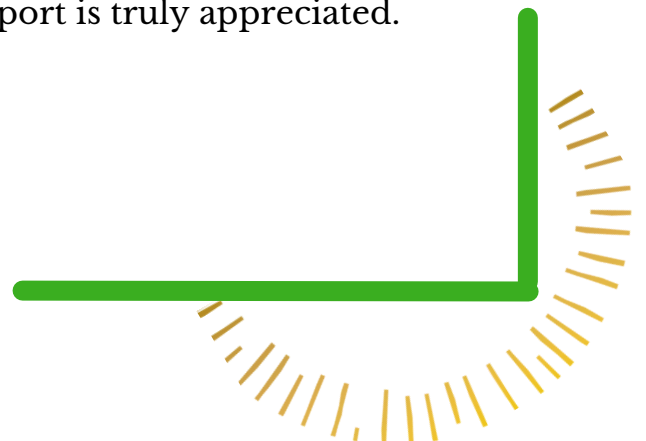
Hope Coalition invites you to become a part of the movement that is uniting our community around prevention and recovery support. The net is broader when we lock arms together. The trajectory of lives will continue to be changed and ultimately saved.

Please consider sponsoring the Coalition through one of the following opportunities listed in this packet. Your support is truly appreciated.

Thank You,



Executive Director



What we do



Our Mission

Dedicated to preventing substance use among youth and focusing on long term recovery for anyone impacted by alcohol and drug addiction.

We offer a variety of **support and recovery groups**. Through the “lived-experience” of our peer support specialists, we assist, encourage, empower and advocate for those seeking a path to lasting recovery.

The '**Hope Rising' youth diversion program** provides an evidence-based, life-skills curriculum as an alternative to court appointments and juvenile justice involvement.

We participate in multiple community **drug take-back events** with local law enforcement, helping to dispose thousands of pounds of unused and/or expired medications properly.

We partner with the national **Lock Your Meds®** campaign to provide lockboxes, bags and bottles to the community in order to keep medications out of the wrong hands.

Creating change around substance misuse requires **prevention education**. We offer this through various presentations, workshops, and seminars.

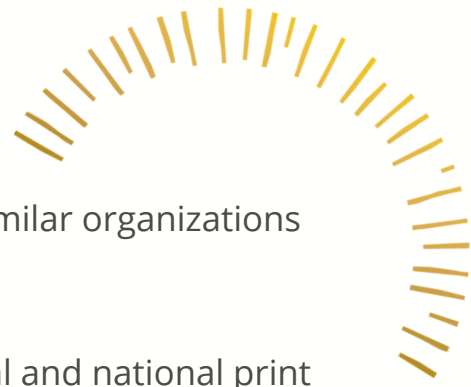
We introduced **Handle With Care**, a process for law enforcement to notify schools if they encounter a child at a traumatic scene, without disclosing the details. Once notified, schools and mental healthcare leaders may provide trauma-informed support if needed.

Henderson County Youth Council is an application-based service and leadership development program for select high school students under the supervision of Hope Coalition.

#WeAreHope week, in conjunction with Henderson County Public Schools, is the largest prevention event of the year, reaching over 10,000 students.

We offer **Drug-Free Workplace** training to local businesses, which supports employee well-being and creates healthier work environments.

Our Reach



Website: 13,000+ visitors per month;
Top 100% performing website among similar organizations

Newsletter: Quarterly newsletter.

Media: Increased reach through regional and national print publications, as well as digital and billboard media (ex: Bold Life Magazine, Times-News, Hendersonville Lightning, WLOS, WTZQ, WHKP)

Events: 3 annual awareness and fundraising events that collectively reach thousands of people in Henderson County and beyond.

Social Media: Over 1.6k Facebook & 368 Instagram followers.

Community Partners: We partner with the Henderson County Sheriff's Office, Hendersonville Police Department, local healthcare systems, Henderson County government agencies, in addition to many local businesses and organizations.



Opportunities to gain customers.

90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality."

Employee Satisfaction. 67% of employees would rather work for an organization that is socially responsible.

Exposure to new clientele. Our events and initiatives reach thousands of people yearly

Our impact in 2021



Every dollar spent on prevention saves up to \$20 in costs related to crime, lost productivity, and health care

- 7** Drug takebacks collecting 624.31 pounds of unused medications, which is equivalent to 468,232.50 pills collected.
- 154** Naloxone opioid overdose kits distributed to law enforcement and community members
- 13** Support and recovery meetings offered at no charge, for parents, families, youth, and those in recovery, as well as MARA (Medication-Assisted Recovery Anonymous) and the Hope Rising juvenile justice diversion program
- 10** Public schools participated in #WeAreHope week, reaching over 10,000 students; the largest drug education and prevention event for youth in Henderson County
- 17** Drug misuse education presentations held across the county and state, including NC conferences, service clubs, and local middle and high schools.
- 4** Youth Council initiatives, including:
 - Reading Buddies initiative, where the youth produced videos narrating stories for elementary students
 - 'YOUth are Not Alone' mental health videos
 - Painting project for the Oklawaha Trail and Mills River Park
 - Latino Holiday Food Drive

#WeAreHope Week



#WeAreHope Week is an annual collaboration between Hope Coalition and Henderson County Public Schools. The initiative occurs before spring break to educate and raise awareness about the dangers of substance misuse.



Join us for our inaugural **Hope on the Farm Day**, October 1st at Jeter Mtn. Farms! Enjoy a family-friendly day of carnival games, music, and delicious food in a Fall setting.



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Sponsorship Opportunities

Hope Champion: \$15,000

- Recognition as Hope Champion for one full year at all three major events: #WeAreHope week, Hope on the Farm Day, and the Jingle Jog 5K. Includes presentations, marketing and newsletters.
- Your logo on all event literature, signage, and thank you banners at all three designated events.
- Your company banner displayed at events (banner to be provided by sponsor).
- Opportunity to personally thank guests in attendance.
- Promotional recognition on all social media, press, and website before and after the event.
- 15 race entries to the Jingle Jog 5K.
- 150 game and vendor tickets for Hope on the Farm Day.

Hope Hero: \$10,000

- Sponsor recognition on all on-site signage and literature, including special mention during all three major events.
- Your logo on thank you banners at all three designated events.
- Promotional recognition on social media and website.
- 10 race entries to the Jingle Jog 5K.
- 100 games and vendor tickets for Hope on the Farm Day.

Sponsorship Opportunities - Page 2

Hope Advocate: \$7,500

- Recognition at all three events.
- Your logo on thank you banners at all three events.
- Promotional recognition on social media and website.
- 7 race entries to the Jingle Jog 5K.
- 75 game and vendor tickets for Hope on the Farm Day.

Hope Mentor: \$5,000

- Your logo on thank you banners at all three events.
- Promotional recognition on social media and website.
- 5 entries to the Jingle Jog 5K.
- 50 game and vendor tickets for Hope on the Farm Day.

Hope Partner: \$2,500

- Your name on thank you banners at all three events.
- Promotional recognition on social media and website.
- 3 entries to Jingle Jog 5K.
- 25 game and vendor tickets for Hope on the Farm Day.

Hope Ally: \$1,000

- Your name on a banner at one event.
- Promotional recognition on social media and website.
- 2 entries to Jingle Jog 5K.
- 10 game and vendor tickets for Hope on the Farm Day.





HOPE COALITION SPONSORSHIP RESPONSE

Yes! I would like to support Hope Coalition at the level indicated below:

_____ Hope Champion- \$15,000

_____ Hope Hero- \$10,000

_____ Hope Advocate- \$7,500

_____ Hope Mentor- \$5,000

_____ Hope Partner- \$2,500

_____ Hope Ally- \$1,000

Company Name (how it should look as listed): _____

Name of contact person: _____

Address: _____

Phone: _____

E-mail: _____

Please choose a payment method:

_____ Check enclosed (please make payable to Hope Coalition)

_____ Pay online with a debit or credit card (we will email you an invoice link)

Email address to send invoice/receipt: _____

Signature: _____ Date: _____

Please send a print-ready logo to the email address below.

admin@elementsofhope.org

Thank
You!



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