

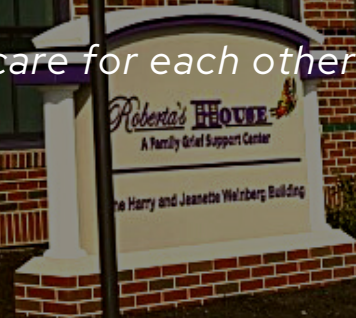


ROBERTA'S HOUSE

2021 - 2022

SPONSORSHIP PACKAGE

I care for you...You care for me...We care for each other!



928 E NORTH AVE
BALTIMORE, MD 21202

donations@robertashouse.org | (410) 235-6633



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Why support Roberta's House?

Dear Friends,

At Roberta's House we believe all children and families suffering the loss or death of a loved one should have support and a safe place to heal and recover. Our work is not possible without the generosity of supporters, donors and community members.

The need for Roberta's House services has only grown over the past year. In Baltimore, we have lost 1,239 of our neighbors to COVID-19. In Prince George's County, where we also provide service, and even more alarming 1,341 have lost their lives to the coronavirus. So far in 2021, we have witnessed a shocking loss of life due to homicide and the number continues to climb.

Our team is actively working with grieving families offering online/virtual support groups, assisting families in getting access to laptops, food, and most importantly, someone to listen, console and support them as they grieve. Your contributions ensure that all Roberta's House programs & services can occur FREE at no charge to our community. The information below demonstrates your support in numbers:

- 3000+ Adults, teens and children helped annually
- \$600 Cost to send one child to Camp Erin summer program
- \$350 Average cost to support one family with grief support
- 79.9% Annual percentage of our fundraising that directly supports programs & services

Thank you for your continuing support of Roberta's House and helping to heal the hearts, and minds, of those in need.

Annette March-Grier
President & Founder



Programs & Community Events

Roberta's House has 11 programs in Baltimore and 3 programs in Prince George's County. All of our programs are range between 8-12 weeks in length. They include programs designed for adults, families, youth, and community outreach:

Adult Programs

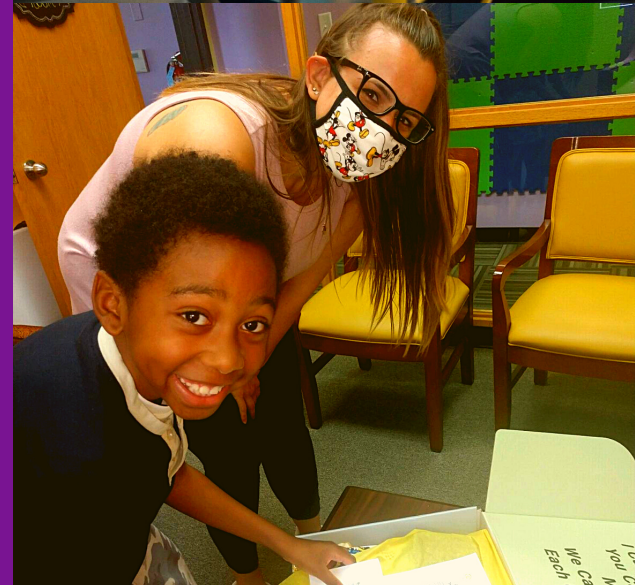
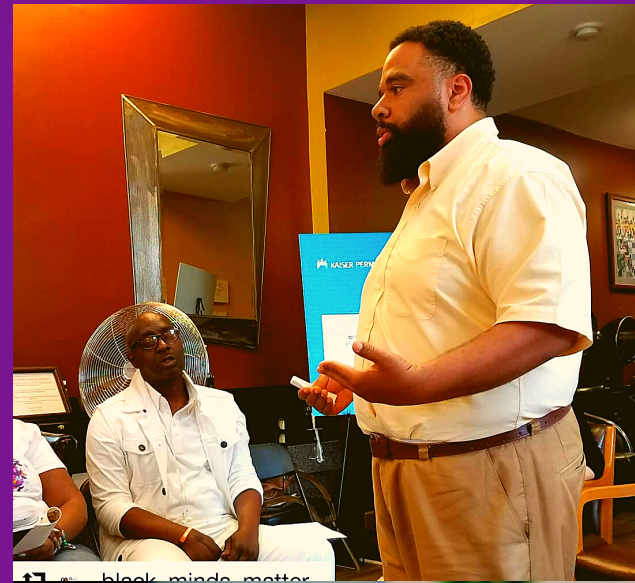
- **Survivors Advocacy Program** is a home visitation and advocacy program for families who have had a loved one die by homicide in Baltimore City.
- **Homicide Transformation Project** is an adult peer support group sponsored by the Homicide Survivor's Advocacy Program.
- **H.O.P.E. Project** is a partnership with B'More Healthy Babies, which educates, empowers, and support mothers who have had a fetal or infant loss.
- **A Time of Sharing**, offered in English and Spanish is an adult peer support group for individuals who have experienced the death of someone close.
- **Men of Loyalty and Dignity (M.O.L.D.)**, is a peer support group specifically for men.
- **A Space to Breathe** is a support group for all essential workers impacted by COVID-19.

Youth Programs

- **Camp Erin Baltimore** is a free bereavement camp for 100+ youth (ages 6-17) who are grieving the death of a significant person in their lives.
- **Good Grief Workshops** and **Growing Through Loss** are our two school-based programs in Baltimore City and Prince George's County.
- **Changing the Game** is a peer support group for teens.

Community Events

- **Sep 25 - National Day of Remembrance for Murder Victims** attended by over 250 people annually.
- **Nov 18 - Children's Grief Awareness Day** for more than 50 families, and 20 schools.
- **Nov 18 - Holiday Hope Workshop** is designed to support those coping with the loss of a loved one during the holidays with more than 100 members participate each year.
- **Dec 4 - Candlelight Service of Remembrance** is our largest annual event, with more than 500 people.



Measuring our reach

A sponsorship with Roberta's House creates a dynamic partnership between your organization and ours. Every sponsor receives the unique opportunity to share the mission of their business, organization or foundation with the entire Roberta's House community. Below are several ways that Roberta's House that showcase our impact for our sponsors:

15,000+

Estimated individuals our social media pages reach @RobertashouseMD



3000+

Estimated individuals our programs serve annually

1000+

Number of people who attend our annual community events

Roberta's House community events are held annually are free to the public. Camp Erin supports more than 100 children and teens through Baltimore City & Prince George's County. Grab Crabs & Go is our annual fundraiser that sells more than 300 tickets. Listed below are the ways in which your sponsorship will be recognized across each event:

Community Events

- Logo on event page
- Mentioning of support in email and social media outreach for event
- Opportunity to speak during select events
- Distribution of materials for event

Camp Erin Baltimore

- Logo included on 100+ t-shirts to campers
- Recognition in frequent email outreach and promotional items

Grab Crabs & Go

- Complimentary crabs
- Inclusion of promotional insert or materials with 300+ ticket sales
- Branding opportunities on promotional items

Website & Marketing

- Your logo on email blasts to the more than 7000 contacts in the Roberta's House community
- Consistent mentions on social media pages
- Logo on our website
- Tags on radio ads



Decide your Sponsorship Level

Roberta's House offers several giving levels to support our programs, services and events. Each of our giving levels are described below. The following page details the benefits of each level:

Platinum Healer - \$15,000

This is the highest sponsorship level Roberta's House offers. Every Platinum Healer is provided 2 bushels of crabs at our annual Grab Crabs & Go event, along with multiple opportunities to advertise your business or organization. Our fundraising team will work with you to create custom messages to be advertised on the radio, at all Roberta's House events, our website and future promotional materials

Silver Healer - \$10,000

The second highest sponsorship level Roberta's House offers, Our Silver Healers receive 1.5 bushels of crabs at our Grab Crabs & Go event along with all the benefits of the Platinum Healer level. This is an excellent opportunity to promote your business or organization to the Roberta's House community!

Bronze Healer - \$5,000

Every Bronze Healer receives 1 bushel of crabs at our Grab Crabs & Go event, along with numerous opportunities throughout the year to advertise through Roberta's House.

Purple Heart - \$2,500

Purple Heart sponsors receives 1/2 bushel of crabs at our Grab Crabs & Go Event. You will be provided a speaking opportunity at a Roberta's House event, your logo on Grab Crabs promotional material and distribution of printed materials at our events.

Healing Heart - \$1,000

Healing Heart sponsors receive 1 dozen crabs at our Grab Crabs & Go. You will be provided a speaking opportunity at a Roberta's House event, your logo on Grab Crabs promotional material and distribution of printed materials at our events.

Angel Heart - \$500

Angel Heart sponsors receive 1/2 dozen crabs at Grab Crabs & Go. You will also have the opportunity to include promotional materials at the event and your logo on printed materials for the event.





SPONSORSHIP LEVELS

Sponsorship Benefits	Platinum Healer \$15,000	Silver Healer \$10,000	Bronze Healer \$5,000	Purple Heart \$2,500	Healing Heart \$1000	Angel Heart \$500
Tickets	2 bushels	1.5 bushels	1 bushel	1/2 bushel	2 dozen crabs	1 dozen crabs
Branding opportunities at all events, including outreach (see page 4)	✓	✓	✓			
Speaking opportunities during select events	✓	✓	✓	✓	✓	
Sponsorship tags on radio promotions and community events	✓	✓				
Your logo on the Roberta's House website	✓	✓				
Logo included in email blasts sent out to volunteers, friends & families	✓	✓	✓			
Distribution of your printed materials at events & programs	✓	✓	✓	✓	✓	
Your logo and promotional insert at Grab Crabs & Go event	✓	✓	✓	✓	✓	✓
Your logo on Camp Erin [®] Baltimore t-shirts	✓	✓	✓			

Other Ways to Support Our Mission

Capital Project

The three story 22,000, square foot building will enable Roberta's House to expand its support programs and serve an additional 1000 families annually. Construction on the rooftop is expected to be completed by 2022. Once completed, the rooftop will feature mediation garden, a solarium for rituals and ceremonies, and outdoor program space.

You can also support Roberta's House through our Tree of Life and Bricks. Both the Tree of Life Bricks offers a unique way to recognize and honor the memory of individuals, families, friends, and organizations. Every leaf, butterfly, stone or brick allows a custom message to be inscribed.

For more information on our Capital Campaign, visit:

robertashouse.org/capital

Contact Roberta's House

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Baltimore, MD 21202

donations@robertashouse.org
(410) 235-6633
www.robertashouse.org

Tax ID: 26-0517415

CFC #60944

United Way &
Combined Charity
ID #7987

Please visit:

robertashouse.org/give

Roberta's House is a 501(c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent allowed by law. A copy of our current financial statement is available by contacting Roberta's House at 928 E North Ave, Baltimore, MD 21202 and/or 410-235-6633. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.



THANK YOU
ROBERTA'S HOUSE
FROM THE MILLERS

IN MEMORY OF
ALEXA JOHNSON
MOTHER, DAUGHTER
SISTER & FRIEND
LOVE TO YOU ALWAYS
WATCH OVER US

