



SPONSOR OR HOST AN EVENT



Thank you for your choosing to support Pueblo Cooperative Care Center!

it's easy... *if* you try!



Are you are interested in hosting a Fundraiser, a Clothing Drive, a Food Drive, a Health and Hygiene Drive or a Shoe Drive? Maybe you are interested sponsoring an event to meet a specific project or need. Regardless of your selection, just know that your efforts along with the support family, friends, coworkers, organizations and countless others will make an incredible difference to the individuals receiving services at Pueblo Cooperative Care Center.

YOU ARE A CHAMPION AND YOUR SUCCESS IS OUR SUCCESS!

We want to be a strong advocate for your cause and a reliable resource for you to turn to for help. We guarantee that we will pray and ask God's blessings for everyone involved and that the results from your event provide great results. **We can offer you the following supports:**



- We will provide a tour of our facility for yourself and invited guests,
- We will provide assistance with your event scheduling and planning,
- We will provide materials for your event and other items that can be downloaded, copied or printed used at your discretion,
- We will provide a website presence on the Pueblo Cooperative Care Center website supporting your event,
- We will provide acknowledgement on the Pueblo Cooperative Care Center website under "News and Events" after the event concludes and in our annual nonprofit report,
- We will provide portable containers for large quantities received, and
- We will provide pickup services when the quantity you receive exceeds your ability to deliver to Pueblo Cooperative Care Center.



For nearly four decades, the history, reputation and standing of Pueblo Cooperative Care Center has been closely observed. We dedicate our efforts to uphold the highest standards of transparency, full accountability, and proper stewardship with every donation entrusted to us. We wish to have a lasting impact in our communities because we serve such a tremendous need, and one of our primary goals is to honor and maintain the value and respect we have earned.

Therefore, we ask that you:

- provide a 15-day minimum notice of your interest in hosting an event,
- identify the benefits Pueblo Cooperative Care Center will be receiving from the event, including but not limited to:
 - types of clothing (prior approval for clothing drives is requested),
 - types of foods (canned, frozen, non-perishable),
 - types of hygiene items (oral care, personal hygiene, other),
 - types of shoes (newborn, baby, toddler, child, youth, adult),
 - the percentage of gross sales, or
 - every item received and all monetary proceeds.

You must acknowledge that use of the Pueblo Cooperative Care Center name and logo is *only authorized with prior approval*, and you must allow Pueblo Cooperative Care Center the opportunity to view event promotional materials using our name or logo before any event.

YOU ARE REQUIRED TO ACKNOWLEDGE that Pueblo Cooperative Care Center or its affiliates are not responsible for any damages or injuries related to your event. You must also agree that all current regulations, laws, and zoning requirements will be followed.

Whatever type of event you are desiring to have, we have identified certain things for you to consider. Please refer to our marketing information on the following page for specific details as it references our most needed items. We will provide you with materials to share with everyone you ask to support your event. But you must recognize that while we rarely turn items away, we reserve the right to refuse any item as deemed appropriate! For food items, please be certain that the food is fresh or within the printed expiration dates; and for clothing please assure that the items are clean and not ragged or beyond normal life expectancy.

MARKETING INFORMATION



Pueblo Cooperative Care Center

We do something every day that brings people closer to a better tomorrow. We make a difference!

Pueblo Cooperative Care Center is a community faith-based organization with a mission to prevent hunger and improve quality of life to citizens residing in Pueblo County. We are the largest emergency assistance program in southern Colorado, now serving over 36,000 individuals, families and the homeless each year. We offer a supportive atmosphere extending purpose and hope, and we provide critical resources including food, clothing, medical prescription assistance, emergency transportation, personal hygiene essentials (basic needs) and voucher programs for Colorado identification cards, driver's licenses, birth and death certificates and more. We offer spiritual leadership and referrals to other resources.

Established in 1982, the Pueblo Cooperative Care Center is supported by multi-denominational churches, United Way, corporations, small business, civic organizations, foundations, Pueblo City/County Government, educational entities and individuals. We are thankful for the community trust and support we continue to receive and are asking for your support.

Partnership Opportunities
Partner with us at any level you are comfortable!
 Pray for our success, visit and take a tour, volunteer, contribute food, clothing or funding; advocate for those in need and share in a community ministry.
Everything we do is reflected in our name!

Annual Events
 NALC & USPS "Stamp Out Hunger" Food Drive
 "Feeding of the 5,000" Food Drive
 Bikers United Food Drive
 Power Up Kidz Sacks
 Holiday Joy Sacks
 Pack the Sack
 ...and more!




Why?
 The Colorado Children's Campaign listed Pueblo County's child poverty rate at 26.2% with senior citizens in poverty at 10.8%. Pueblo County families exceed state averages in public assistance and the homeless population has increased by more than 50% in less than three years. This mission requires courage, discipline and determination and we do it to glorify God.

Calendar of Needs

- JANUARY**
Canned Foods, Soup, Ramen
- FEBRUARY**
Canned Vegetables, Fruit
- MARCH**
Peanut Butter, Jelly
- APRIL**
Rice, Pasta, Pinto Beans
- MAY**
Mac & Cheese, Crackers, Fruit Snacks
- JUNE**
Cereal, Canned Fruit
- JULY**
Canned Chicken, Ham, SPAM, Tuna
- AUGUST**
Peanut Butter, Jelly
- SEPTEMBER**
Canned Vegetables, Fruit
- OCTOBER**
Instant Potatoes, Stuffing, Flour, Sugar
- NOVEMBER**
Canned Beef, Ham, Turkey
- DECEMBER**
Candy, Canned Fruit, Nuts

MAKING A DIFFERENCE TOGETHER




Clothing
 We can always use men's, women's and children's clothing and have high demand for socks, underwear and seasonal items. Newborn clothing is always welcome!

Basic Personal Needs
 We need new toothbrushes, toothpaste, dental floss, feminine hygiene products, body soap, shampoo, diapers, wipes, toilet paper, tissue, dish soap and more!

Pueblo Cooperative Care Center
 326 West 8th Street
 Pueblo, CO 81003 USA
 Office: (719) 543-7484
 Fax: (719) 545-3475
 Email: info@cooperativecare.org

  

www.cooperativecare.org
You can make a difference too!

We are excited to hear about your event! Complete the **Event Interest Form** and email a copy to info@cooperativecare.org. Then call us to talk things over at (719) 543-7484 and we will discuss the next steps to take. We will help you in every manner possible to be successful, and it's easy *if* you try.



Sometimes there's only so much one person can do alone. One of the more impactful gifts our supporters can offer Pueblo Cooperative Care Center is a financial donation. If time, energy and resources are of concern to you, consider hosting an online **Virtual Drive**. By taking this approach, Pueblo Cooperative Care Center can stretch every dollar we receive to maximize the benefits. For example, *you* can spend \$1.00 to purchase a single can of food, where *we* can use that same dollar to provide 4 or 5 nutritious meals.

A Virtual Drive can be a fun, interactive and easy way to help Pueblo County residents in need. With a **Virtual Drive**, we encourage you to utilize your social networks (Facebook, Twitter, LinkedIn and others) to increase the visibility of your event fostering its success. We will give you all the necessary tools to reach out to family, friends, churches, businesses, schools and other organizations. **It's easy if you try.**

A Virtual Drive is a relaxed approach in helping us to do what we do best! We are affiliated with *ColoradoGives*, and this partnership allows you to raise money at any time, for any reason for the benefit of Pueblo Cooperative Care Center. It's easy and all you need to do is visit the [ColoradoGives](#) website, search for Pueblo Cooperative Care Center and create an account. If you are an existing donor you may have an account and we thank you for your previous support!

Once you locate our organization, click on the **START A FUNDRAISER** button and show the passion that you have for your event. *ColoradoGives* offers the video "How to Create a ColoradoGives Fundraising Page" which teaches how easy it is to create your own page, add a personal appeal, upload pictures or a video, and it gives you the instructions on how to create a custom link to *your* page to share with others over social networks by email. This is where you can explain why you want individuals to support your event, you can set a goal and even track your progress along the way. So, what's the result? Well, you will be connecting with real people, to support *your* cause while helping residents of Pueblo County needing the most support. **Everyone WINS.**

Some GREAT ways to use fundraising pages include:

- Creating a challenge between people or organizations to support a specific cause,
- Celebrating an event where you want to help a charity rather than give or receive gifts, or
- Or...maybe you just feel like making a difference to help someone else!

Pueblo Cooperative Care Center completely relies on support from others and there are a lot of reasons to sponsor or host an event. We see challenging situations every day and we just can't sit around and not do anything to help people in need. Your decision is the first step in making a real difference and it will give us a boost in the work we do. It's a great way to work together for a common cause and rest assured, you will get a real sense of satisfaction for doing what's right.

YOU CAN MAKE A DIFFERENCE!

WE PRAY THAT YOU WILL!





REMEMBER THESE KEY STRATEGIES TO BE SUCCESSFUL!

The location of your event is everything. So just don't plan to hold your event where people don't go! Plan it carefully and if you are hosting a *Virtual Drive* remember your outreach is unlimited depending on the approach you take. **Plan your location carefully!**

Establish a theme because the one sure way to get people excited about your event is to make it exciting, fun and interesting. Give your event a name so there is a common point of reference with those you invite to participate. For example, if you are collecting socks in October you might name the event "*Socktoberfest*" (that name is taken, thank you Pueblo Charter Lions Club!) or if you are collecting health and hygiene items it could be called "*Wash Away the Tears*" or if you are only collecting peanut butter and jelly you can name it "*Spreading the Love.*". If you need ideas just let us know because we have plenty to **create a great theme.**

Make it a competition by offering an incentive to participants or award a prize to the participant with the greatest results. This helps to create energy and excitement about your event and will improve outcomes. For example, if you are holding an event at a school, you could award the class with the best results with a pizza luncheon. If you are holding an event at your place of employment, set a goal and promise your coworkers a free breakfast if they reach that goal. There are countless ways to entice people to support your event, **Be creative!**

Don't do it alone because everything is easier with help and support from others. Ask your family members, friends, coworkers and others to lend a hand supporting your event. If you are with an organization, many are willing to make matching gifts of employee contributions, even when employees are giving food, clothing or other items instead of cash. For example, if your event is to get food or clothing donated, maybe the organization would donate \$1.00 for every pound of food or \$1.00 for every clothing item raised. **Remember, it's easy if you try!**

Think BIG (we do!), and from the very beginning be proud of what you are trying to accomplish. Identify what your goals and objectives are and get that information out to people who can help make a difference! This is a perfect time to contact us and use event marketing materials we have available. Marketing your event, posting it online, notifying the media, distributing handouts and *personally inviting* people and organizations to help you reach your goals will bring the greatest benefits. **Think BIG!**

Be grateful and respectful to everyone involved. Start and end your event on specific dates and times, and plan things that you can do *during the event* to increase its success. Take pictures during your event and send them to Pueblo Cooperative Care Center for inclusion on our website under our "News and Events" section. Above all, at every level of your event, from its initial planning through its completion, offer a personal thank you to every participant. When the event is over share the results with everyone and remember, **be gracious in everything you do!**



EVENT INTEREST FORM

WHAT TYPE OF EVENT ARE YOU INTERESTED IN SPONSORING OR HOSTING?

FUNDRAISING EVENT YES NO CLOTHING DRIVE YES NO
FOOD DRIVE YES NO HEALTH & HYGIENE DRIVE YES NO
SHOE DRIVE YES NO OTHER EVENT YES NO

EVENT DATE: _____

IS THIS EVENT BEING **SPONSORED** BY AN INDIVIDUAL OR ORGANIZATION? YES NO

NAME OF THE EVENT SPONSOR? _____

EVENT SPONSORS PROVIDE A \$150 MONETARY DONATION TO PUEBLO COOPERATIVE CARE CENTER PRIOR TO AN EVENT.

IS THIS EVENT BEING **HOSTED** BY AN INDIVIDUAL OR ORGANIZATION? YES NO

NAME OF THE EVENT HOST? _____

EVENT HOSTS DO NOT MAKE ANY MONETARY DONATION TO PUEBLO COOPERATIVE CARE CENTER PRIOR TO AN EVENT.

EVENT CONTACT INFORMATION

INDIVIDUAL OR ORGANIZATION _____

CONTACT PERSON _____

EMAIL ADDRESS _____

ADDRESS _____

WORK PHONE _____ CELL PHONE _____ OTHER _____

Waiver and Agreement: I/WE acknowledge that an event will not be conducted without prior approval from Pueblo Cooperative Care Center. I/WE agree that use of the Pueblo Cooperative Care Center name and logo can only be used with prior approval, and that Pueblo Cooperative Care Center will have the opportunity to view event promotional materials using its name or logo prior to an event. I/WE acknowledge that Pueblo Cooperative Care Center or its affiliates are not responsible for damages or injuries related to an event and that current regulations, laws, and zoning requirements will be followed.

Photographic Release: I/WE consent that films, pictures, photographs or videos that may be taken while engaged in an event for Pueblo Cooperative Care Center marketing or advertising needs. I/WE release Pueblo Cooperative Care Center from any liability in connection with the use of these materials.

YES NO INITIALS _____

Information Release: I/WE understand that all information provided to provide Pueblo Cooperative Care Center will be held in confidence and that Pueblo Cooperative Care Center and its programs may use and reproduce compiled survey results, including any information I/WE may have provided, for purposes of program evaluation, communication or publication.

SIGNATURE _____ DATE _____

Please call Pueblo Cooperative Care Center at (719) 543-7484 to express your interest in sponsoring or hosting an event and email a copy of this completed form to info@cooperativecare.org. Thank you for your interest in supporting Pueblo Cooperative Care Center.