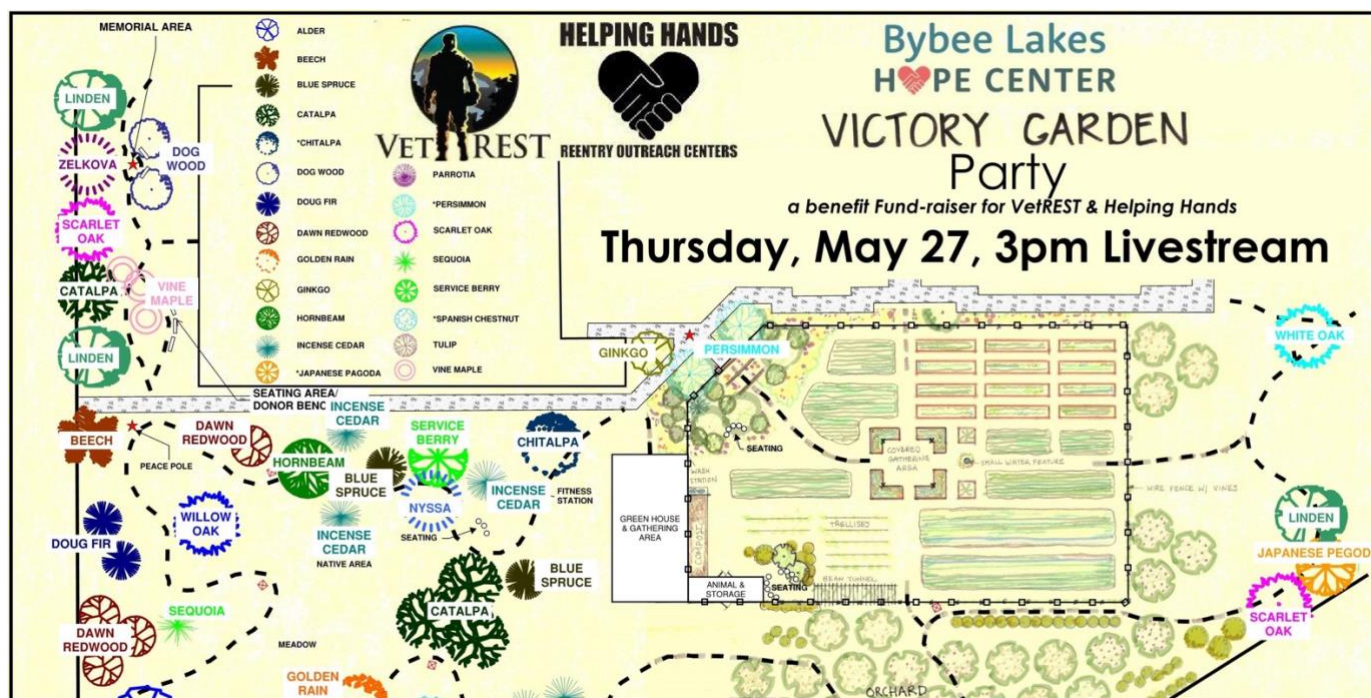


# VetREST & Helping Hands Reentry Outreach Centers presents the . . .



## Overview

VetREST & Helping Hands Reentry Outreach Centers (two local 501C3 non-profits) have partnered to create a “Victory Garden” at their new Bybee Lakes Hope Center (BLHC) that will provide hope & healing for homeless veterans, families and single participants. Opened in October 2020, the BLHC transforms the never-occupied, 155,000 square foot Multnomah County - Wapato Corrections Facility into a trauma-informed, data-driven transitional housing facility. This extraordinary space offers participants the opportunity to share their stories (perhaps for the 1<sup>st</sup> time), create a transition plan with the center’s staff and reenter with a helping hand back into society. Our overall goal is to raise at least \$450,000 (in cash and in-kind donations) to build out the 1.5 acre Victory Garden for immediate use and long-term service for an anticipated 4,900 annual participants, which is typically 10% veterans.

## Event Details

- Streaming LIVE online, Thursday, May 27<sup>th</sup>, 3-5pm via ZOOM, Program is from 3:30pm-4:30pm (Pacific)
- At least 500 online guests in attendance from anywhere around the world
- Livestream Admission is FREE with a limited number of on-site guests for our prominent supporters in attendance

## Marketing Details

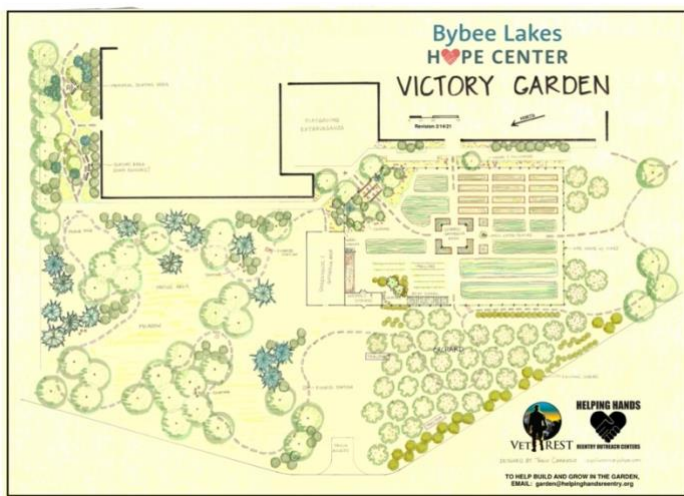
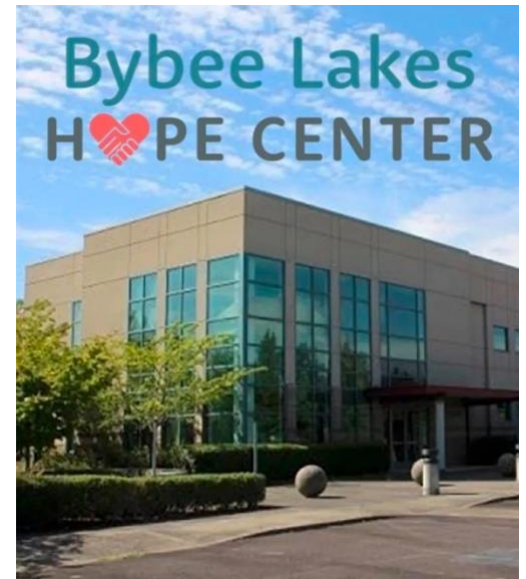
- **Email blasts:** to hundreds of subscribers of VetREST and Helping Hands/BLHC, 3,000+ subscribers of our partnering business collaborative, BESThq, 4,000+ subscribers of our partnering non-profit, Serving Our Neighbors & as well as forwards from supporting strategic partners throughout Oregon and the nation.
- **Press Releases:** strategic press releases will be released via the established media outlets, that have been covering the BLHC for many months & years.
- **Social media:** promotional posts on both the Helping Hands/BLHC Facebook pages, as well as our partner pages of BESThq & Serving Our Neighbors, plus thousands of opportunities for additional exposure through shared posts from supporting strategic partners.

## Your sponsorship allows us to . . .

- Create a professionally produced and engaging live online & in person (invitation only) event
- Actively promote the celebration across various advertising & social media platforms
- Promote your partnership through our strategic partnerships and networks
- Leverage your donation to increase your organization’s giving power
- Finish the entire Victory Garden complex and fund the work of its ongoing staff & volunteers

## Our Story & Why Now

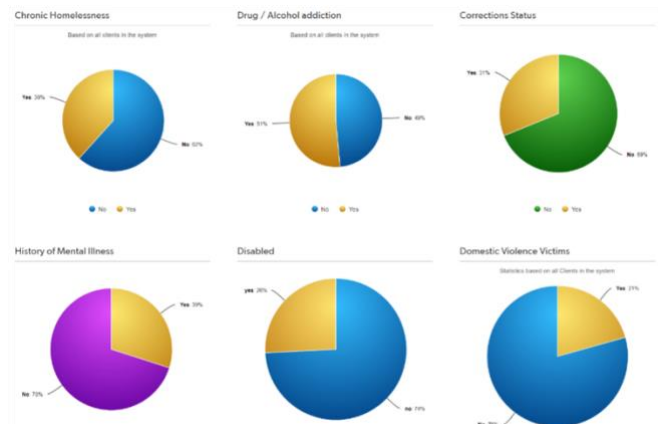
Homelessness across the nation, and throughout the Northwest, had reached record levels prior to 2020 and continues to rise. Our greater Portland metro community sits in a housing-homelessness crisis, amid a pandemic and veterans continue to be disproportionately impacted given existing conditions around post-traumatic stress (as evidenced by a 2020 Bob Woodruff Foundation report “Veterans and COVID-19: Projecting the Economic, Social, and Mental Health Needs of America’s Veterans”). Throughout 2019, Helping Hands Reentry Outreach Centers successfully served over 1,100 participants with 220 bed in 11 facilities, with approximately 10% being veterans. By the end of 2021, they will have another 300+ beds available at their new Bybee Lakes Hope Center (the former, never-opened Multnomah County Wapato Jail facility) and they estimate to serve 4,900 people per year — that’s 490 more veterans. While the needs of veterans have been organically met through their programs, they have identified a special commitment to veterans, given their prior service to country, and they desire deeper, dedicated services to further strengthen their path to success.



The VetREST “Victory Garden” project targets veterans inside their existing and proven methodology, while predicting exceptionally high outcomes and benefits across multiple high-need areas including, but not limited to, housing security, mental and physical healthcare, stable employment and education. The garden has 120 fruit bearing trees, 40 blueberry plants and 30 native trees and shrubs. It also includes garden beds, wherein all produce will be used to provide our participants access to fresh, local fruits & vegetables. There will be walking paths and benches for peaceful respite and a homeless memorial will be included to remember those who’ve lost their lives on the streets of Portland. VetREST (a national non-profit organization) will leverage this new “Victory Garden” to affirm a “place of peace” for deep healing with a therapeutic garden featuring a greenhouse and other garden space activities. The benefits of therapeutic gardens are well documented with significant adoption across the nation over the

last few decades. Purposeful work and activities at the garden bring tangible, real-time life experiences to veterans to accelerate their trajectory to healing and success. Intentional and integrated services coupled with hands-on real-time achievement in and around the Victory Garden provides a pathway to sustainable, lasting change to properly meet veteran needs.

Helping Hands Reentry Outreach Centers provide data-driven, trauma-informed services to individuals & families experiencing homelessness. The first step in their program is emergency shelter, but their primary focus is on their long-term reentry program, designed to build self-sufficiency and create lasting change. The Victory Garden is a Therapeutic Garden with development based on evidence-based design and best practices from the American Horticultural Therapy Association (AHTA). We are creating a special space tailored to meet participant and staff needs, while integrating the Helping Hands “Individual Reentry Program” (IRP) systems to optimize veteran and community success. We will assign two dedicated staff, one from Helping Hands and one from VetREST, for fully integrated, thoughtful and comprehensive veteran care. In partnership with VetREST, the new space activates the healing power of nature and horticulture at our Victory Garden. It will provide a place for veterans to connect with themselves and other participants, and to break down barriers between them. Gardens have restorative powers that have no social, cultural, or ethnic boundaries. Veterans shall reestablish their self-confidence and skills, which ties directly to the ability to maintain housing. We expect physical and mental health benefits to flourish in the garden while learning valuable job skills, both in horticulture as well as the development of character traits supporting long-term stability such as dependably showing up for shifts, punctuality, working on a team, and more. Finally, the Victory Garden will provide ample opportunities for education, from garden-specific education to community education classes taught on site or in the greenhouse area.





# Cash Sponsorship Levels

## **\$50,000 Flag Gardener Sponsors (2 available)**

- You and your organization have screen time during the livestreamed event
- Your organization name or logo will be included in all press releases
- Your organization name or logo prominently displayed in all fundraising materials
- Your organization logo highlighted in email blasts to our lists and that of our partners
- Your logo in featured posts on social media
- Your logo featured on the event website(s)
- Your name listed on the on-site donor feature

## **\$101,250 to \$250 Branded Sponsorship Items**

(We also have various items listed below that can be donated by you or your organization or you can provided the cash for us to purchase these items, wherein your name and/or logo will be featured on that item for as long as it is in the garden.)

## **\$5,000 Colonel Gardener Sponsors (4 avails)**

- Your name & organization mentioned live during the online event
- Your organization name or logo prominently displayed in fundraising materials
- Your organization logo highlighted in email blasts to our lists and that of our partners
- Your logo in featured posts on social media
- Your logo featured on the event website(s)

## **\$1,000 Major Gardener Sponsors (20 avails)**

- Your organization logo highlighted in email blasts to our lists and that of our partners
- Your logo in featured posts on social media
- Your logo featured on the event website(s)

## **\$500 Captain Gardener Sponsors (50 avails)**

- Your logo in featured posts on social media
- Your logo featured on the event website(s)

## **\$150 Lieutenant Gardener Sponsors (100 avails)**

- Your name and/or logo listed in the program credits at the end of the live stream

## **Branded Sponsorships Items**

(representative images of design intent; actual may vary)

The following items can be sponsored, wherein your name or organization logo will be prominently displayed on the item, mentioned live at the event and throughout it's lifetime in the garden.

**\$101,250 Greenhouse (30' X 60')**



**\$43,200 Pergola w/ Solar Roof**





**\$36,000 Garden Entry Arches**



**\$10,235 Trail Landscaping**



**\$23,490 Fitness Station**



**\$2,295 Small Water Feature**



**\$21,650 Garden Fencing**



**\$1,500 Raised Beds (15 available)**



**\$12,371 Garden Shed**



**\$ 250 Small Animal Tractors (10 available)**



# Sponsorship Agreement Form

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please confirm our organization to be a sponsor at the level or item below:**

- |                                    |                               |                                    |                            |
|------------------------------------|-------------------------------|------------------------------------|----------------------------|
| <input type="checkbox"/> \$ 50,000 | Sponsor – Flag Gardener       | <input type="checkbox"/> \$101,250 | Greenhouse (30' X 60')     |
| <input type="checkbox"/> \$ 5,000  | Sponsor – Colonel Gardener    | <input type="checkbox"/> \$ 43,200 | Pergola w/ Solar Roof      |
| <input type="checkbox"/> \$ 1,000  | Sponsor – Major Gardener      | <input type="checkbox"/> \$ 36,000 | Garden Entry Arches        |
| <input type="checkbox"/> \$ 500    | Sponsor – Captain Gardener    | <input type="checkbox"/> \$ 23,490 | Fitness Station            |
| <input type="checkbox"/> \$ 150    | Sponsor – Lieutenant Gardener | <input type="checkbox"/> \$ 21,650 | Garden Fencing             |
|                                    |                               | <input type="checkbox"/> \$ 13,500 | Site Electrical            |
|                                    |                               | <input type="checkbox"/> \$ 12,371 | Garden Shed                |
|                                    |                               | <input type="checkbox"/> \$ 10,235 | Trail Landscaping          |
|                                    |                               | <input type="checkbox"/> \$ 2,295  | Small Water Feature        |
|                                    |                               | <input type="checkbox"/> \$ 1,500  | Raised Beds (15 available) |
|                                    |                               | <input type="checkbox"/> \$ 250    | Small Animal Tractor       |

**Mail payment by check to: VetREST, 10940 SW Barnes Road, #133, Portland, OR 97225**

*\*\* Please note VetREST & your sponsorship level on the check's memo line\*\**

**Payment by check is preferable to avoid credit card processing fees.**

If you prefer to pay by credit card, please visit [www.VetREST.org](http://www.VetREST.org) and click the **Donate** button. When making your donation via PayPal, please note your sponsorship level in the notes field.

Please contact Ron at [rwhite@vetREST.org](mailto:rwhite@vetREST.org) if you have any further questions or comments.

**VetREST is a certified 501(C)3 non-profit organization Tax ID# 46-2275441**