

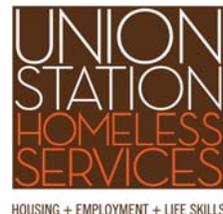


UNION STATION HOMELESS SERVICES
DINNER-IN-THE-PARK

**UNION
STATION
HOMELESS
SERVICES**

HOUSING + EMPLOYMENT + LIFE SKILLS

UNION STATION HOMELESS SERVICES DINNER-IN-THE-PARK



The best way to give thanks is to give back!

Harvest Sponsor ■ \$30,000

- Recognition on all materials
- VIP volunteer opportunity for 20 guests
- Live Recognition at Thanksgiving Dinner-in-the-Park
- Speaking opportunity at the event
- Designated space for your info table and banner
- Name and link on our website
- Feature in our newsletter (circ. 18,000)
- Listed in our annual report

Autumn Sponsor ■ \$20,000

- Recognition on all materials
- VIP volunteer opportunity for 10 guests
- Live Recognition at Thanksgiving Dinner-in-the-Park
- Speaking opportunity at the event
- Designated space for your banner at the event
- Name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in annual report

Main Dish ■ \$10,000

- VIP volunteer opportunity for 5 guests
- Recognition at Thanksgiving Dinner-in-the-Park
- Name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Side Dish ■ \$5,000

- VIP volunteer opportunity for 2 guests
- Recognition at Thanksgiving Dinner-in-the-Park
- Name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Appetizer ■ \$1,000

- Recognition at Thanksgiving Dinner-in-the-Park
- Name on website
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Dessert ■ \$500

- Recognition at Thanksgiving Dinner-in-the-Park
- Recognition in our newsletter (circ. 18,000)
- Listed in our annual report

Your sponsorship will help underwrite Dinner-in-the-Park as well as our community meals program, which provides more than 166,000 meals to hungry and homeless people throughout the year.

Sponsorship must be confirmed by November 15th to ensure all sponsorship benefits.

**For more information please contact Dana Bean, Interim Director of Development
at dbean@unionstationhs.org or 626-240-4567.**

UNION STATION HOMELESS SERVICES
DINNER-IN-THE-PARK
SPONSORSHIP OPPORTUNITIES



YES! My company would like to be a Dinner-in-the-Park Corporate Partner.

CONTACT INFORMATION:

Name:

Company Name:

Address:

City:

State:

Zip:

Phone:

Email:

SPONSOR LEVEL:

Harvest Sponsor ■ \$30,000

Autumn Sponsor ■ \$20,000

Main Dish ■ \$10,000

Side Dish ■ \$5,000

Appetizer ■ \$1,000

Dessert ■ \$500

PAYMENT METHOD:

Check Payable to Union Station Homeless Services

VISA

MasterCard

AMEX

Name on Card:

Account Number:

Expiration Date:

Please mail, fax or email form:

ATTN: Dana Bean, Union Station Homeless Services, 825 E. Orange Grove Blvd. Pasadena, CA 91104
P: (626) 240-4567 ■ F: (626) 798-1640 ■ dbean@unionstationhs.org

UNION STATION HOMELESS SERVICES **DINNER-IN-THE-PARK** SPONSORSHIP OPPORTUNITIES



SAMPLE PRESS RELEASE

Contact:

(Name)

(Phone) / (Email)

Press Release: For Release

“The Biggest Potluck in the Nation” **(Your Company Name)** will help Union Station Homeless Services serve thousands of meals to those in need this Thanksgiving

(Your Company Name) knows that the best way to give thanks is to give back. The company has committed (\$ amount of your sponsorship level) to Union Station Homeless Services’ **Dinner-in-the-Park**. Nicknamed the **“Biggest Potluck in the Nation,”** this incredible community event will be held on **Thanksgiving Day, November 22** at **Central Park, Pasadena**. Food is served at noon.

For more than 35 years, thousands of volunteers have purchased, prepared and served meals to all who are hungry at Pasadena’s Central Park on Thanksgiving Day.

Dinner-in-the-Park meal recipients include homeless and low-income adults and families, senior citizens, and those who are alone at the holidays or unable to afford a holiday meal. Union Station encourages all who are hungry to come eat, and all who are able to help to donate their time or food items to this valuable holiday outreach program.

Paragraph about your organization’s support for the event, and why you have chosen to be a Dinner-in-the-Park corporate sponsor.

“Dinner-in-the-Park is truly a community event and simply would not be possible without the help of dedicated volunteers and dozens of businesses who make this event such a success,” said Marv Gross, CEO of Union Station. The nearly 40-year-old non-profit agency is grateful to be the beneficiary of such overwhelming support from the community and local businesses.

###

(About your Company)

About Union Station Homeless Services: Union Station Homeless Services is the San Gabriel Valley’s largest social service agency assisting homeless and very low-income adults and families. Homelessness is a growing problem. Union Station provides comprehensive, community-based solutions to help men, women and children rebuild their lives and end homelessness. Our housing, employment and life skills classes offer people an individualized approach to achieving self-sufficiency.
www.unionstationhs.org ■ www.facebook.com/UnionStationHomelessServices ■ <https://twitter.com/USHSNews>

HELPING HOMELESS MEN, WOMEN AND CHILDREN

REBUILDING LIVES AND END HOMELESSNESS



Union Station Homeless Services is the San Gabriel Valley's largest, most comprehensive agency serving homeless individuals and families. With nearly 40 years of experience, we understand that tackling homelessness requires comprehensive, community-based solutions.

We believe in the power of partnerships. Our highly dedicated team of more than 75 staff members work with volunteers, community donors and corporate partners to provide housing, employment, and life skills programs that empower homeless men, women, and children rebuild their lives and end their cycle of homelessness.

OUR PROGRAMS

Passageways 1020 Arroyo Parkway

A partnership between Pacific Clinics and Union Station, Passageways is a one-stop service center that offers a single entry point to Pasadena's homeless services network. Passageways provides outreach, intake and assessment, and medical and mental health services for 1,500 homeless men, women and children each year.

Adult Center 412 S. Raymond Ave.

Each year, more than 150 adults rebuild their lives at the Adult Center, a 56-bed adult shelter with 36 beds for men and a 20-bed women's dorm. Residents receive safe shelter and the supportive services needed to achieve self-sufficiency. The average length of stay is three to six months. This location also serves as the site for our Shower and Community Meals Programs.

Family Center 825 E. Orange Grove Blvd.

The Family Center is a nurturing home-like environment that offers shelter for up to 50 parents and children each night, and approximately 125 people (40 families) each year. The average stay is six months. Supportive services are offered onsite to promote physical, emotional, and financial wellbeing for parents and their children.

Euclid Villa 154 S. Euclid Ave.

Euclid Villa is a transitional housing program that offers affordable apartments for up to 14 homeless, very low-income families. Residents pay 30% of their income towards rent and may stay for up to two years. Case management and supportive services are provided on-site. Euclid Villa is owned and operated by Union Station and Pacific Housing Alliance.

Centennial Place 235 E. Holly Street

Union Station provides case management and onsite services at Centennial Place, a permanent supportive housing facility offering 142 single room occupancy (SRO) apartments for low-income adults. Centennial Place is owned and operated by Abode Communities.

Sources 825 E. Orange Grove Blvd.

Sources is a career development program designed to meet the employment needs of homeless and very low-income job seekers. Each year, 125 work-ready adults participate in workshops, individualized job search assistance, and career counseling to find employment and advance their career.

HELPING HOMELESS MEN, WOMEN AND CHILDREN

REBUILDING LIVES AND END HOMELESSNESS



Union Station provides a full continuum of services to help homeless individuals and families to rebuild their lives and achieve self-sufficiency, including:

- intake
- nutritious meals
- emergency shelter
- transitional and permanent housing
- case management and referrals
- substance abuse recovery support
- medical and mental health services
- children's services; tutoring and school enrollment
- life skills classes, including money management, parenting, nutrition and independent living

OUR RECORD OF SUCCESS

INTAKE: More than 1,800 people each year receive help in finding shelter, benefits, health care, mental health services, substance abuse and addiction recovery at our Passageways intake center.

SHELTER and HOUSING: About 500 men, women and children receive safe shelter and housing at Union Station Homeless Services each year.

SUPPORTIVE SERVICES: Our clients receive the comprehensive services they need to end their cycle of homelessness. Each year, approximately 60% of single adults and 85% of families successfully exit our programs with stable housing.

MEALS: We serve more than 166,000 meals each year, including daily meals for our residents and hungry community members, as well as holiday meals on Thanksgiving and Christmas.

SUSTAINABILITY: Union Station has a diverse range of support from individuals, foundations, corporations, and government funding sources. 85% of our 4.5 million dollar budget was received from private sources last year. 80 cents of every dollar donated directly supports our programs.

HOMELESSNESS IN OUR COMMUNITY

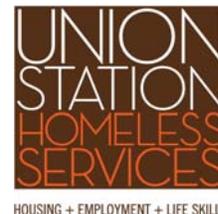
- **On any given night...**
 - 50,000 people are homeless in Los Angeles County
 - 10% of all homeless people in LA County are in the San Gabriel Valley
 - About 1,000 people are homeless in the City of Pasadena.
- More than 1 in 10 homeless persons is a child.
- Homeless families are one of the fastest growing groups among the country's homeless population.
- More people are living below the poverty line in the United States than ever before.

A photograph of a man with a goatee and a young boy in a yellow and white striped shirt, both smiling and looking towards the camera. They are outdoors with a blurred background of trees and lights.

YOU CAN BE PART OF THE SOLUTION

www.unionstationhs.org
626-240-4550

UNION STATION HOMELESS SERVICES DINNER-IN-THE-PARK VOLUNTEER OPPORTUNITY



WHAT: For more than 35 years, [Union Station Homeless Services](#) has hosted **Dinner-in-the-Park**. Nicknamed the “Biggest Potluck in the Nation” by the Los Angeles Times, this incredible community event provides thanksgiving meals and hope for all who attend— including homeless men, women, children, seniors, very low-income families, and those with no place to go during the holidays.

WHEN: Thanksgiving Day, November 22, noon

WHERE: Central Park in Pasadena

WHO:

- This event is made possible by more than **2,500 dedicated volunteers** from across Southern California, who set up and decorate the park; prepare and donate turkeys, hams, side dishes and desserts; and serve meals.
- The event and its partners are featured in our newsletter, which reaches more than **18,000 homes**.
- Dinner-in-the-Park has benefited from the past participation of **community leaders and celebrities**; Senator Carol Liu, Pasadena’s Mayor Bill Bogaard, and Supervisor Mike Antonovich, as well as actors Hector Elizondo, Jane Kaczmarek, Adam Arkin, Matthew Lillard, and Eric McCormack have all attended and volunteered.
- The event has been **covered heavily by local and regional media** including ABC, CBS/KCAL, NBC, FOX, Huffington Post, Pasadena STAR News, Pasadena Sun, Los Angeles Times, Hot 90.3FM, KPFF and KPCC.

WHY: Involvement in Dinner-in-the-Park offers you a unique opportunity. By partnering with Union Station Homeless Services, you are choosing to be part of the solution to end homelessness in our community.

HOW: Contact Dana Bean at (626) 240-4567 or dbean@unionstationhs.org to:

- Volunteer to serve thanksgiving meals at Dinner-in-the-Park
- Sponsor Dinner-in-the-Park (sponsorship levels enclosed)
- Start a personal pledge drive at www.firstgiving.com
- Take a tour of Union Station Homeless Services and learn more about our life-changing work.

WE ALSO HAVE VOLUNTEER OPPORTUNITIES THROUGHOUT THE YEAR!

FOOD SERVICE: Our **Community Meals Program** provides hot, nutritious meals every day of the year. Volunteer to prepare, cook, and serve meals at the Adult Center or Family Center. Available shifts: 8-11 am or 11 am-2 pm, Monday through Friday; 8-11 am or 10 am-1 pm, Saturday.

Form an **Adopt-A-Meal** group to purchase, prepare, and serve hot dinners or bagged lunches to shelter residents. Adopt-A-Meal groups volunteer once a month during a yearlong commitment. Groups are made up of about 7-10 volunteers from a single organization or company.

JOB SEARCH ASSISTANCE: A great job is the key to independence. Sources, our career development program, gives homeless and low-income job seekers the resources and motivation to begin on a career path towards their dream job. Volunteer to teach Sources’ participants how to complete job applications and resumes, improve their interview skills, and use the computer and internet. Instruction can take place in a group or one-on-one setting.

ADVOCACY: Volunteer to educate our community and government leaders about the causes of homelessness. Advocacy volunteers will conduct campaigns, such as helping create PSAs and influencing community leaders about the issues that affect homeless people.

PROFESSIONAL SERVICES: Donate your professional talents and services to help us promote our agency, including photography, filming, graphic design, and web design. Do you have additional skills that can benefit our clients or a business that can provide a vital service? Contact us today!