



INTERSECTION OF CHANGE

2018 Fundraiser Campaign

Continuing our vision of change through **FREEDOM**,
BEAUTY, **GROWTH** and **CREATIVITY**.

Intersectionofchange.org

Our Work

FREEDOM:

Bringing freedom from addictions and homelessness

Our Martha's Place program provides long-term recovery housing with supportive services for women overcoming substance abuse and homelessness to help them achieve sobriety while maintaining employment and housing.

We provide housing with supportive services such as addictions counseling, money management, case management, and wellness classes that form a powerful and life-changing experience for our residents.

BEAUTY:

Transforming our physical environment

We believe that beauty and a safe environment are essential human needs. By converting 18 vacant lots into green spaces, creating over and two dozen community murals, and curting 96,000 sq. ft of vacant land into an urban farm, we've conveyed peace in our neighborhood through beauty and respect for our surroundings. In reclaiming six previously vacant and decaying buildings, we've brought them back to life and revived a major intersection of our community along historic Pennsylvania Avenue.

CREATIVITY:

Facilitating the Arts

Our Jubilee Arts program brings social change through creative instruction and artistic programming for ages six to seniors. By teaching visual art, ceramics, dance, business and culture we've seen the transformative power of creativity in our community while also beautifying the neighborhood. Opening our doors to important artists and their work and developing key partnerships with MICA and BOPA we've brought inspiration and new vision to residents in our city.

GROWTH:

Employing individuals returning from incarceration

Our Strength to Love II program is an organic urban farm providing training and jobs for citizens returning from incarceration. Managed by an ex-offender, the program has hired over 50 returning citizens since its launch in 2013. Along with providing jobs and a support system for returning citizens, the farm addresses the food desert in west Baltimore by serving as a source of fresh, high quality produce for residents of west Baltimore.

With your help we continue our four year campaign. By the year 2020 we will:



Champion FREEDOM:

Offer long-term supportive recovery housing to another 100 women overcoming substance abuse and homelessness

Engage over 100 teens in our Youth In Business class to become entrepreneurs



Cultivate BEAUTY:

Create 15 new community murals

Employ 200 community members and Baltimore artists in our community development



Foster CREATIVITY:

Provide art classes and community art projects to 10,000 youth and adults

Offer opportunity for artistic expression, income, and a path to career opportunities in the arts



Implement GROWTH:

Employ 15 citizens returning from incarceration to operate our 96,000 sq. ft. farm.

Provide fresh healthy produce to residents of our community of Baltimore at large.



Intersection of Change: Events

Saturday, Sept. 8, 2018

Time: 6:00–8:00pm

Location: S2L2 Farm

FARM-TO-TABLE dinner for 100 guests using the produce grown at our Strength to Love II farm and prepared by Baltimore chefs each featuring their own unique take on our locally grown organic ingredients.

Tuesday, Sept. 11, 2018

5:30–7:30pm

Martha's Place Garden

MARTHA'S PLACE DINNER held in our meditative garden at 1928 Pennsylvania Avenue with over 100 guests and includes a reception, tours of our facilities, live jazz, dinner, dessert, and a keynote speaker.

Monday, Sept. 24, 2018

1:30pm

Hunt Valley Golf Club

GOLF TOURNAMENT held at the Hunt Valley Golf Club in Phoenix, MD where 100 golfers join together to raise awareness and funds to support the efforts of Martha's Place and its women overcoming substance abuse and homelessness.

Saturday, Nov. 10, 2018

11:00am–2:00pm

Jubilee Arts' Gallery

DECK THE WALLS is an art sale featuring art by local professional artists, Jubilee Arts participants, and area art students. The event engages 100 attendees and proceeds provide scholarships for aspiring young artists participating in Jubilee Arts' programs and projects.

\$25,000 Platinum Sponsor

- Lead naming on all promotional material, advertisements, and press releases.
*Sponsorship must be committed before July 1, to be included on printed programs**
- Featured speaking spots at all four events
- Two full pages in event program viewed by 400 event guests and event signage for 800 community festival guests
- Table by sponsor at July 2019 annual community festival attended by over 1,000 Baltimore residents
- Dedicated sponsor signage at 18 golf course holes
- Complimentary jazz concert at your event
- Custom artwork
- Tickets and registration for you and 25 guests to the three events plus six foursomes for golf tournament

Deadline for all sponsorships: August 1

**Deadline for title sponsorships: July 1*



Employs 10 youth artists to create custom mosaics to beautify a community block

Provides a year of addiction counseling for 20 women

Provides urban agricultural training through employment for four returning citizens for one year

\$10,000 Gold Sponsor

- Prominent naming on all promotional material and advertisements (circulation details available upon request)
*Sponsorship must be committed before July 1, 2018 to be included on printed programs**
- Full page ad on back of event program viewed by 400 event guests and event signage for 800 community festival guests
- Table by sponsor at May 2019 annual community festival attended by over 1,000 Baltimore residents
- Dedicated sponsor signage at 12 golf course holes
- Tickets and registration for you and 9 guests to the three events plus three foursomes for golf tournament

Deadline for all sponsorships: August 1

**Deadline for title sponsorships: July 1*

Provides a year of drawing, ballet, fashion, and African dance classes for 120 youth

Provides full housing and recovery services for a client for one year

Maintains coverings for 16 hoop house to enable year round growing during months of extreme heat and cold temperatures

\$5,000 Silver Sponsor

- Sponsorship recognition on all digital and print promotional material) *Sponsorship must be committed before July 1, 2018 to be included on printed postcards**
- Full page ad in event program viewed by 400 event guest and event signage for 800 community festival guests
- Dedicated sponsor signage on six golf course holes
- Recognition in advertisements (circulation details available upon request)
- Tickets and registration for you and 7 guests to the three events and two foursomes for golf tournament

Deadline for all sponsorships: August 1

**Deadline for title sponsorships: July 1*



Provides 20 field trips for youth to explore cultural attractions, careers, and area colleges

Provides a woman's full year of weekly money management training

Covers rinsing of all crops prior to sale and delivery to customers

\$2,500 Bronze Sponsor

- Sponsorship recognition on all digital promotional material (circulation details available upon request)
- Half page ad in event program viewed by 400 event guests and event signage for 800 community festival guests
- Dedicated sponsor signage on four golf course holes
- Recognition in digital ads (circulation details available upon request)
- Tickets and registration for you and 5 guests to the three events and one foursome for golf tournament

Deadline for all sponsorships: August 1



Provides business intensive retreat for 12 high school students to learn about business, budgeting, and marketing.

Provides a woman's housing and recovery services for two months

Provides seeds & plugs for growing crops in 16 hoop houses annually

\$1,000 Supporter Sponsor

- Sponsorship recognition on all digital promotional material (circulation details available upon request)
- Quarter page ad in event program viewed by 400 event guests and event signage for 800 community festival guests
- Dedicated sponsor signage on two golf course holes
- Recognition on website and some digital advertisements (circulation details available upon request)
- Tickets and registration for you and 3 guests to the three events and two golfers for the golf tournament

Deadline for all sponsorships: August 1

Provides a year of art or dance classes for ten youth at Jubilee Arts

Provides case management for a woman in recovery for one year

Provides farming equipment for returning citizen farm workers for one year

\$500 Friendship Sponsor

- Sponsorship recognition on some digital promotional material (circulation details available upon request)
- Logo in event program viewed by 400 event guests and event signage for 500 community festival guests
- Dedicated sponsor signage on one golf course hole
- Recognition on website
- Tickets and registration for you and 1 guest to the dinner and art sale

Deadline for all sponsorships: August 1



Provides a year of art or dance classes for five youth at Jubilee Arts

Employs a Martha's Place resident to work as the Alumni Coordinator for one month

Provides bee keeping training and materials for two farm workers

SPONSORSHIP LEVEL CHART

Deadline for all sponsorships: August 1

*Deadline for title sponsorships: July 1

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Naming on all promotional material, advertisements, print and digital Print media deadline 7/1/18*	Lead naming on digital and print, and press release materials	Prominent naming on print and digital material	Recognition on digital and print material	Recognition on digital material	Recognition on digital material	Some digital material
Featured speaking spots at all four events	Yes					
Complimentary jazz concert at your event	Yes					
Custom artwork	Yes					
Table by sponsor at May 2019 annual community festival	Yes	Yes				
Signage at community event attended by 800 people	Yes	Yes	Yes	Yes	Yes	Yes
Advertisements in event program	2 full pages	1 full page, back cover	1 full page	1/2 page	1/4 page	Logo in program
Dedicated sponsor signage at golf course holes	18 golf holes	12 golf holes	6 golf holes	4 golf holes	2 golf holes	1 golf hole
Tickets and registration for all three events	26 guests	10 guests	8 guests	6 guests	4 guests	2 guests
Foursomes for golf tournament	6 foursomes	3 foursomes	2 foursomes	1 foursomes	2 golfers	



Interested in being a sponsor?

Contact:

Todd Marcus

Executive Director

ToddMarcus@intersectionofchange.org

410-728-2227

intersectionofchange.org

Deadline for all sponsorships: August 1

**Deadline for title sponsorships: July 1*

Photos by John Johnson of DTLR and
Nate Larson

