



INTERSECTION OF CHANGE

2020 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 three dozen community murals, and converting 1.5 acres 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 citizens returning from incarceration to assist in operating our 1.5 acre farm

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



Intersection of Change: Events

Strength to Love II
Tuesday, Nov. 17, 2020
5:30pm

STRENGTH TO LOVE II is hosting a virtual fundraiser this year. Join us remotely for a tour of our farm, to meet our farm team, a cooking demonstration, and for insight into our young adult workforce development programming.

Martha's Place
Tuesday, Dec. 1, 2020
5:30pm

MARTHA'S PLACE is celebrating its 20th anniversary this year! Join us at our virtual celebration, featuring a virtual tour, games, reflections from residents and alumni, and an overview of the program.

Jubilee Arts
Saturday, Dec. 5, 2020
11:00am

DECK THE WALLS in 2020 is a one hour virtual event which will include an art sale, performances from our Jubilee Arts classes, Make & Munch art kits and a wet paint tutorial. All from the safety of your own home.

\$25,000 Platinum Sponsor

- Lead naming on all promotional material, advertisements, and press releases.
Sponsorship must be committed before October 30 to be included on printed programs
- Featured speaking spots at all events
- Two full pages in event program viewed by 400 event guests and event signage for 800 community festival guests
- Complimentary outdoor jazz concert at your event of your choosing
- Custom artwork
- Tickets and registration for you and 25 guests

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30



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)
- Full page ad on back of event program viewed by event guests and event signage for 800 community festival guests
- Tickets and registration for you and nine guests to events

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30

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

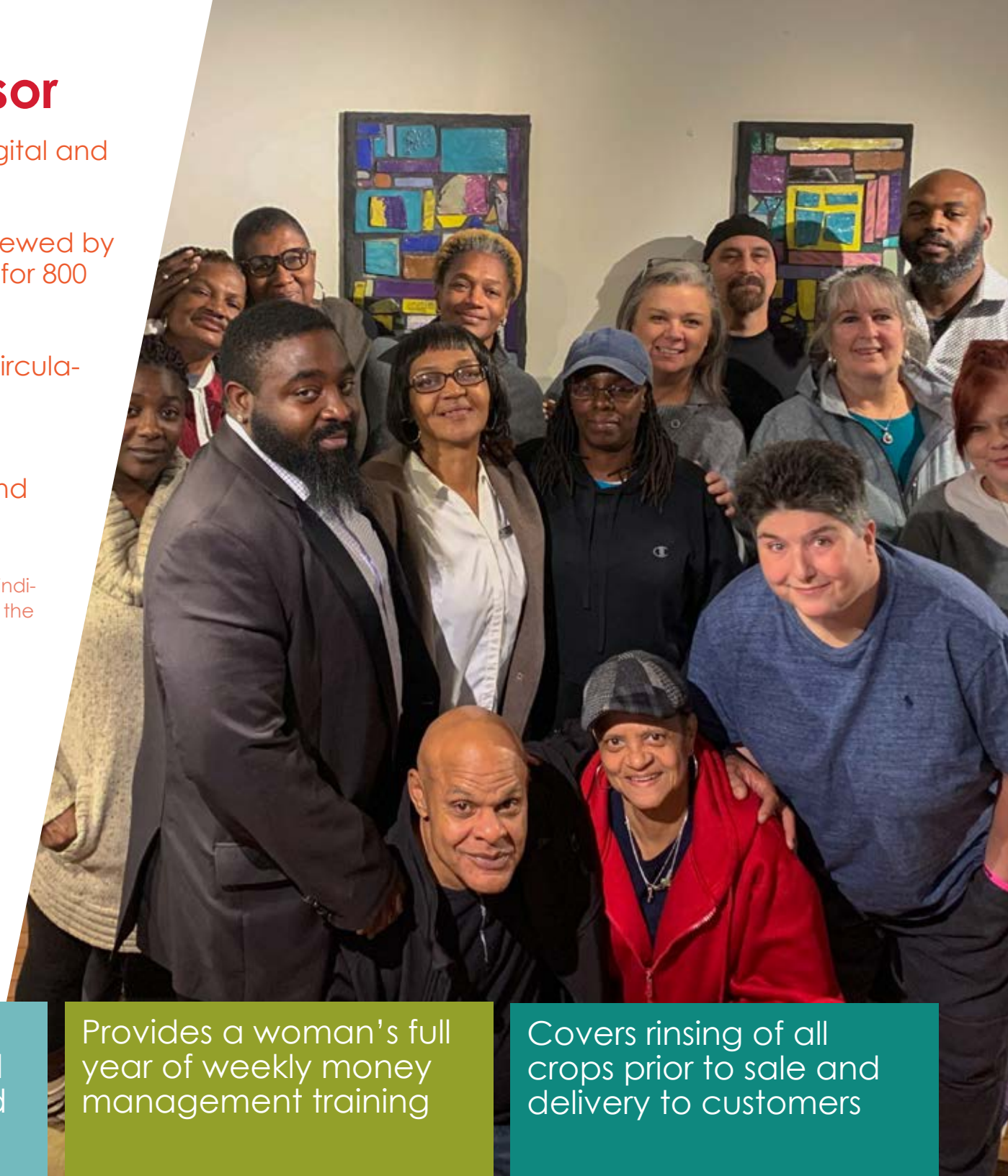


\$5,000 Silver Sponsor

- Sponsorship recognition on all digital and print promotional material)
- Full page ad in event program viewed by event guests and event signage for 800 community festival guests
- Recognition in advertisements (circulation details available upon request)
- Tickets and registration for you and seven guests

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30



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 event guests and event signage for 800 community festival guests
- Recognition in digital ads (circulation details available upon request)
- Tickets and registration for you and five guests

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30



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 event guests and event signage for 800 community festival guests
- Recognition on website and some digital advertisements (circulation details available upon request)
- Tickets and registration for you and three guests

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30

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 event guests and event signage for 500 community festival guests
- Recognition on website
- Tickets and registration for you and one guest

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30



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

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).
 Deadline for all sponsorships: October 30

SPONSORSHIP LEVEL CHART

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Naming on all promotional material, advertisements, print and digital Print media deadline 10/30/20*	Lead naming on digital and print, and press release materials	Prominent naming on print and digital material	Recongnition on digital and print material	Recognition on digital material	Recognition on digital material	Some digital material
Featured speaking spots at all events	Yes					
Complimentary jazz concert at event of your choice	Yes					
Custom Artwork	Yes					
Table by sponsor at June 2021 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
Tickets and registration for all events	26 guests	10 guests	8 guests	6 guests	4 guests	2 guests

Interested in being a sponsor?

Contact:

Kelsey Bryner

Resource Developer

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intersectionofchange.org

All sponsorships of \$500 or more by businesses or individuals are eligible for a tax credit equal to 50% of the contribution (via the MD State Community Investment Tax Credit Program).

Deadline for all sponsorships: October 30

*Photos by John Johnson of DTLR and
Nate Larson*

