



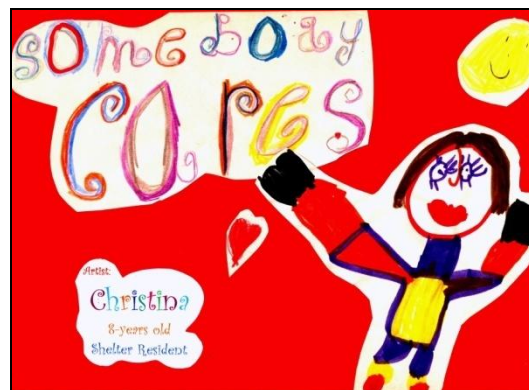
***Turning Point Celebrates***

***30 years of Serving the Community***

***~ 1980-2010 ~***

***An invitation to participate in the  
30<sup>th</sup> Anniversary Community Challenge***

***Spring 2010***



## About Turning Point

In 1980, grass roots volunteers came together with a mission to end the cycle of violence in families and to create the social change needed to end domestic violence in our society. Through the dedicated efforts of these volunteers, Turning Point opened with a 15 bed emergency shelter and 24-hour crisis line. Today, the agency operates from four locations, provides seven programs and operates a resale store.

Our programs include 24-hour crisis line and 41 bed emergency shelter; counseling and support groups; legal advocacy, prevention education program, youth and family program and forensic nurse examiner program. All services are provided free of charge.

Over the years, Turning Point has actively engaged communities in our mission to keep families safe from violence, help them heal from its effects and address the root causes of violence.

Since 1980, we have served thousands of people through support services, including providing shelter to over 23,000 women and children.

## Our Mission

Turning Point's mission is to provide programs and resources that enable victims and survivors of domestic violence, sexual assault and homelessness to regain control of their lives.

## About the 30<sup>th</sup> Anniversary Challenge

In 2010, Turning Point marks its 30<sup>th</sup> year of serving domestic and sexual violence survivors in our community. These vital services provide survivors immediate **safety, and the resources and support they need to regain control of their lives**. Turning Point relies on contributions from individuals, companies, foundations and fund-raising events to fund these critical programs. Over 25% of our operating budget comes from financial support in our local community.

In honor of our 30<sup>th</sup> anniversary, Turning Point **challenges a minimum of 30 businesses in the Macomb County community** to host their own unique fundraiser that also help us raise awareness of the issue of domestic violence. How you go about this is up to you; suggestions are provided below.

Our goal is to raise \$50,000 to fund our shelter and children's programs.

Participants in the 30th Anniversary Challenge will receive significant recognition for their contribution and support. Discussions are currently underway with *The Macomb Daily* to partner with Turning Point. A comprehensive PR plan will provide media exposure throughout the year. The 30<sup>th</sup> Anniversary Challenge will kick-off in **April, Sexual Assault Awareness Month** and conclude in **October, National Domestic Violence Awareness Month**.

## Fund-Raising and Support Opportunities

### Suggestions

- ☆ Make a corporate donation – simply write us a check
- ☆ Get a team together to collect pledges and participate in the Tara Grant Walk/Run
- ☆ Host a “Jeans Day” for one day, a week, a month or a designated time period
- ☆ Sell awareness bracelets to your customers and/or employees. Turning Point provides awareness bracelets at cost of .30 cents each. Suggested \$5 donation per bracelet.
- ☆ Sell paper cut-outs of purple ribbons or t-shirts for your guests to buy, write their name on and hang up in your location. Turning Point to provide cut-outs.
- ☆ Bake Sale, candy bar sale or other sale with proceeds benefitting Turning Point.
- ☆ For retail businesses/restaurants: portion of purchase price of X item donated to Turning Point
- ☆ Get creative – what do your employees enjoy? What is easy for your customers to support or do?
- ☆ Stumped? Give us a call and we’ll brainstorm with you!

### Requirements

- ☆ Fundraising activity or donation must net minimum \$1,000 to Turning Point
- ☆ Activity must be approved in advance by Turning Point team
- ☆ Turning Point logo included on any printed material promoting the fundraising activity
- ☆ Company name and logo (if desired) provided to Turning Point to use in any materials promoting the anniversary event/activities
- ☆ All activities must take place **between April 1 and October 30, 2010**

### Benefits for all participants

- ☆ Company logo or name included on Turning Point website with link to your company website
- ☆ Inclusion in ad in Macomb Daily – to run two times
- ☆ Acknowledgement in media releases (minimum of two issued throughout the duration of the program)
- ☆ Acknowledgement and brief profile in Turning Point newsletter
- ☆ Opportunity to provide promotional item to event participants (300 pieces)
- ☆ Two tickets for company representative to attend 30<sup>th</sup> Anniversary event thank you party held in November at Andiamo’s

### Gold Partner/ Sponsor – minimum of \$5,000 pledge

- ☆ All benefits listed above plus:
- ☆ Designation as Gold Sponsor in all references
- ☆ Opportunity for key executive to speak at 30<sup>th</sup> Anniversary event thank you party in November
- ☆ Inclusion of quote from company executive in media releases
- ☆ Special recognition in annual report
- ☆ Prominent placement /feature on Turning Point website
- ☆ Six tickets for company representatives to attend 30<sup>th</sup> Anniversary event thank you party held in November at Andiamo’s

**Turning Point 30<sup>th</sup> Anniversary Community Challenge**  
***Spring 2010***

**CONFIRMATION OF SUPPORT**

Today's date \_\_\_\_\_

Company name as it should appear in all printed materials

\_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_ City, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

- Help! We need some suggestions. Please call us at \_\_\_\_\_
- Count us in to support the 30<sup>th</sup> Anniversary Community Challenge! Our activity is: *(please describe)*

Date or time period of our fundraising activity \_\_\_\_\_

We've set a fundraising goal of \_\_\_\_\_

Please complete and return to Lisa Brancato Mauck at  
[lmauck@turningpointmacomb.org](mailto:lmauck@turningpointmacomb.org) or fax 586-463-1771. Phone 586-463-4430, ext 246.