



Hope Is Calling

PARENT
SUPPORT
DOMESTIC
VIOLENCE
SEXUAL
ASSAULT

980.771.HOPE
4673

Greater Charlotte Hope Line

24/7 COMPASSION • CARE • RESOURCES

Presented by



“Champion of Hope” Opportunities

Held annually during Domestic Violence Awareness Month in October, the Safe Alliance Breakfast of Hope has been a community awareness tool educating attendees about the devastating impact of domestic violence and sexual assault on our region and how they can support survivors and make our community safer.

While no one can predict what our world will look like in October 2020, we do know that survivors will continue to need our life-saving and life-changing services. **Safe Alliance is experiencing a 45% increase in calls to our 24/7 Greater Charlotte Hope Line and we continue supporting survivors through our shelter, advocacy, counseling, legal services and more.**

In an effort to ensure a strong continuation of our education and fundraising efforts in 2020, the Breakfast of Hope will transform! Our focus will shift to a community awareness campaign, “Hope Is Calling,” providing a greatly expanded media presence, sharing our message with a broader audience and promoting the Greater Charlotte Hope Line. This new concept will provide safe, socially distanced opportunities for those who would typically attend our breakfast as well as the Charlotte-Mecklenburg community to remain actively engaged with Safe Alliance!

Volunteers who previously hosted tables at the breakfast are invited to become **Champions of Hope**. Each Champion will raise life-saving funds for the agency while providing a fun, educational activity for attendees. On October 29, 2020 we will host a virtual event, giving the community an opportunity to learn about the impact of domestic and sexual violence and Safe Alliance’s mission to support our neighbors in need. The virtual event will offer an engaging and educational presentation, updates from Safe Alliance, and a call for continued support of survivors. The presentation will be recorded and available for Champions to share as well.

Champions might also choose to participate in Champion Fundraising or host small, personalized gatherings for those in their social and professional circles. We have produced 3 models that Champions can follow, and Safe Alliance will work with each Champion to meet their fundraising and awareness goals. We look forward to partnering with our Champions. During the age of COVID-19, domestic violence and sexual assault do not stop but fortunately neither does Safe Alliance. We are excited to be gathering in new and creative ways to collectively fulfill our mission to provide hope and healing to those impacted by domestic violence and sexual assault!



Champion of Hope Models

We encourage our Champions to adopt any combination of the following models that works best for them! Safe Alliance will work with each Champion to ensure that the experience is as enriching as possible for everyone involved.

Virtual Event - October 29 from 9-10AM

- Invite those in your network to attend Safe Alliance's virtual event on October 29, 2020
- Raise money for the agency during the event through your own dedicated fundraising website (platform provided by Safe Alliance)
- Share post-event messaging and ask guests to join you in making a donation to Safe Alliance
- Leverage company matching opportunities where available

Champion Fundraising

- Conduct a micro fundraising campaign to raise awareness and funds on behalf of Safe Alliance
- Raise money for the agency during the event through your own dedicated fundraising website (platform provided by Safe Alliance)
- Share your personal campaign with your network of family, friends, colleagues, etc. sharing why you support Safe Alliance and asking them to donate
- Follow along with Safe Alliance's Weekly Fundraising Guide, either utilizing the provided templates for email, social media, and text or crafting your own
- Leverage company matching opportunities where available

Host Your Own "Gathering of Hope" Event

- Host a small gathering (following CDC guidelines) at your home during the month of October
 - Champions could host their guests to attend Safe Alliance's virtual event on October 29 together, or this event can be whatever you want it to be, from a brunch, a wine tasting, to a movie night! We look forward to helping our Champions get creative.
 - Safe Alliance can provide a staff representative to attend small gatherings as requested
- Share Safe Alliance's mission and impact with guests and ask them to make a donation
- Raise money for the agency during the event through your own dedicated fundraising website (platform provided by Safe Alliance)
 - Safe Alliance will also provide a packet with materials to collect cash/check donations upon request
- Leverage company matching opportunities where available

Thank you for your support of Safe Alliance! Volunteers play a critical role in our ability to fulfill all of our clients' needs. We do not use the name Champion of Hope lightly—by participating in "Hope is Calling" this year, you truly have the opportunity to champion hope and healing for those impacted by domestic violence and sexual assault.



safealliance[™]
WHERE HOPE & HEALING BEGIN

2020 Champion Commitment Confirmation “Hope Is Calling”

Contact Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Intended Mode(s) of Participation

- Virtual Event
- Champion Fundraising
- Host Your Own Event

Would you like a Safe Alliance representative to come and speak at your event?

- Yes, on-site
- Yes, digitally
- No

If yes, when and where do you plan on hosting your event?

Date and Time: ____ / ____ / 2020 at ____: ____ AM/PM

Address: _____

City: _____ State: _____ Zip: _____

OR

Digital Platform: _____

(Please send access details to Tenille.Banner@safealliance.org.)

*Thank you for supporting survivors of domestic and sexual violence in Mecklenburg County.
For additional information contact Tenille Banner, Director of Corporate and Community Engagement,
at 704-367-2706 or Tenille.Banner@SafeAlliance.org.*