



June 24 2021

Dear Friend and Supporter of Failsafe-ERA,

Help us celebrate our 12th Annual "Center of Hope" Fundraiser Gala, Scholarship and Awards Program. Due to COVID-19, our Gala was canceled last year and has been rescheduled to August 14, 2021. It will be held at the Fredericksburg Expo and Conference Center. This event funds our efforts to assist returning citizens (formerly incarcerated) during their reentry transition phase and to reduce the rate of incarceration for future generations.

- Our core purpose is to foster positive change in the lives of those affected by incarceration in Virginia's Planning District 16, one of the fastest growing areas in our region.
- Individuals with criminal records have difficulty finding employment, experience reduced wages, and face difficult housing issues.
- They are faced with personal and family challenges, and lack of the proper resources to address these issues.
- Many have challenges adapting to new surroundings and communities.

To help alleviate these issues, the FailSafe-ERA Center of Hope will dedicate our programs to:

- reduce recidivism;
- remove negative social and economic stereotypes; and,
- reduce barriers that prevent returning citizens from having a carefully guided pathway to become successful, productive citizens.

We are asking you to become a Sponsor and supporter of this event, to join other individuals and organizations in our community who believe in second chances, public safety, preventive services; thereby creating and strengthening community partnerships. The theme of this year's event is "Criminal Justice Reform and Mental Health", featuring Barbara Gustavson, Founder of Discover Next Step and Amen Clinic Brain Health Coach. The Amen Clinic is one of the world leaders in applying brain imaging science to help people who struggle with emotional and behavioral issues. We will also hear from Corwin Knight, CEO of The Hope Foundation Reentry Network and Chairman for Washington, DC Mayor's Commission on Reentry and Returning Citizens Affairs; and Jamie Milloy, FailSafe-ERA Reentry Director and Jail Programs Manager at OAR NOVA. Our Musical Performer is Gaye Adegbalola, a Blues Music Award winner, best known musically as a founding member of Saffire – The Uppity Blues Women.

Enclosed is a sponsorship form that gives you information on sponsorship levels. Community sponsors are one of the primary sources of funding for this event and will help ensure its success. You can provide support in the following ways:

- Be a Sponsor and supporter through a monetary donation.
- Donate item(s) for our silent auction

For more information about this event, please contact Juanita Shanks at 540-479-3021 or Juanita.shanks@failsafe-era.org. You may also find additional information about the gala at <https://www.failsafe-era.org/annual-gala>. We thank you for your support. It is essential to the success of our community and FailSafe-ERA.

Sincerely,

Juanita Shanks
Juanita Shanks
CEO and President

Andrea Schrader
Andrea Schrader
Board Chair

Enclosure: Sponsorship form



**Annual "Center of Hope" Fundraiser Gala, Scholarship and Awards Program
August 14, 2021 – Fredericksburg Expo and Conference Center**

Please consider the following ways you can make the Center of Hope Fundraiser Gala and Scholarship Program a success! Deadline for sponsorship: July 31, 2021

DIAMOND SPONSOR **\$5,000**

- 12 Executive Community tickets to Center of Hope Gala
- One Complimentary Cash Bar Beverage per ticket holder
- Promotion in pre/post-event social media acknowledgement
- Promotional Table Display
- Emcee acknowledgement

GOLD SPONSOR **\$2,500**

- 6 Executive Community tickets to Center of Hope Gala
- Promotional Table Display
- Promotion in pre/post-event social media acknowledgement
- Emcee acknowledgement

SILVER SPONSOR **\$1,000**

- 4 Executive Community tickets to Center of Hope Gala
- Promotion in pre/post-event social media acknowledgement
- Emcee acknowledgement

BRONZE SPONSOR **\$250**

- 2 tickets to Center of Hope Gala
- Promotion in pre/post-event social media acknowledgement
- Emcee acknowledgement

MONETARY DONATION **\$_____**

Please complete form and email to FailSafeera@gmail.com or call 540-479-3021 for pick up. Please make checks payable to: FailSafe-ERA or pay online at <https://donorbox.org/donate-now-to-failsafe-era>

Contact Name _____

Business Name _____

Street Address _____

City/State/Zip _____

Phone _____ Email: _____

Website (if applicable): _____ Marketing or Promotional Item _____

Name on Credit Card: _____

Credit Card Number: _____ Exp. Date: ____ / ____ CVC: _____

Diamond (\$5,000) _____ Gold (\$2,500) _____ Silver (\$1,000) _____ Bronze (\$250) _____ Monetary Donation _____

Sponsor Signature: _____

Authorized Event Coordinator Signature: _____

Please e-mail your company artwork and this completed sponsorship form to failsafeera@gmail.com.
Donations of raffle prizes are welcome