



*the magic of christmas for
the whole family*



2021 Sponsorship Packet



The Christmas Store Turns 5!

It is difficult to believe that Christmas Store 2021 will mark its 5th anniversary! We can't help reflecting on the origins of this special event and we hope you will indulge us for a moment as we look back over the past 5 years.

When we began to dream about a dignity based Christmas giving program in 2017, we had a lot of doubts. We wondered if donors would catch our vision and help to collect toys. We wondered if volunteers would come alongside us to do the work. We wondered if families would trust us with their dignity and their dollars and be open to participating in this drastically different model. We wondered could we really transition from a charitable mindset of givers and receivers to one where everyone had something of value to bring to the table?

All these questions were answered on a cold Saturday morning in December. As the event unfolded, we couldn't hold back our emotions. We saw parents who entered hesitant leaving with huge smiles and arms full of toys they had purchased for their children. We saw volunteers and parents connecting not as giver and receiver, but as neighbors. We saw that this crazy idea had worked! We are endlessly grateful to the donors, volunteers, partners and families that supported us that first year.

Since that initial event we have expanded our reach, refined our processes and adapted our format to the challenges of a global pandemic. This year we want to once again come alongside our neighbors and enable them to provide the magic of Christmas to their families. We hope you will join us!

-Christmas Store Leadership Team:

Melissa Bergen • Brittney Neal • Katie Wiebe



Our Story

The Shafter Christmas Store came about, as many things do in small towns like Shafter, with a group of friends who saw a problem and got together to see how they could help.

In the Summer of 2017, Brittney reached out to friends Katie and Melissa to get advice on improving the Christmas giving program she led.

Melissa and Katie suggested trying a new model of giving based on a dignity based giving model outlined in Bob Lupton's book Compassion, Justice and the Christian Life.

Dignity based giving recognizes that both donors and recipients want to bring something to the table and that desire should be honored. Though their resources may be limited, parents would rather know that they are providing for their children rather than being given a handout.

And so the Shafter Christmas Store was born....

The Christmas Store partners with Shafter Healthy Start to select families that are invited to the store. Throughout the Fall months community members, service groups, churches and businesses work together with the Shafter Christmas store team to collect brand new toys that are then offered to parents at a one-day shopping event in December at an 80-90% discount.

The Shafter Christmas Store is a special time where the community comes together, not as givers and receivers, but as parents, grandparents, friends, and neighbors celebrating and recognizing each other's worth. We hope you will join with us!

"It seemed like every year there was some issue with traditional giving models that left me feeling unsettled. After talking to Melissa and Katie I realized it was the fact that even though our efforts were well intentioned, they were taking dignity away from the parents as the providers of the home"

-Brittney Neal-Soberanis

Our Impact

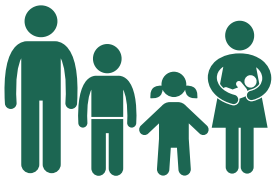
"I'm a single mom and having this resource available to me helped make my kids christmas amazing and took a thousand pounds off of my shoulders. I feel extremely blessed. Everyone that was involved in the event were super friendly, kind, and so helpful."

- Mallory M., 2018 Participant

The Shafter Christmas Store launced in 2017 and over the past four years has helped hundreds of childrens in dozens of families. We are very proud of these numbers, but we are prouder still of the stories we hear from parents and volunteers about how this program impacted their lives.

One mother told volunteers how she had left her Christmas decorations in boxes that year because she didn't want to draw attention to the lack of gifts. After realizing she would be able to afford gifts for her children through the Christmas Store, she was excited to return home, put up the tree, and really begin to celebrate the season.

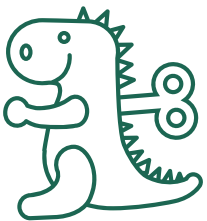
We are also extremely proud of the number of volunteers who return year after year to participate in the Christmas Store. 90% of our volunteers continue to participate after their first year.



Since 2017, the Shafter Christmas Store has served 129 families with 543 children.



Over the past 4 years, 300+ volunteers have participated in the Shafter Christmas Store.



Apporximately 2,100 toys have been donated and distrubted to families.



On average, parents spent \$7.27 per child. They received 3 toys per child, with an approximate retail value of \$60. An 80% discount!



5th Annual Shafter Christmas Store Event Sponsorship

To ensure proper acknowledgement, **please respond by Friday, November 5th.**

Cash Donation Options

Listed below are suggested amounts for cash donation, as well the potential impact of the donation. These are only suggested amounts, we are grateful for donations of any size and are committed to seeing each dollar received benefit the community. Please refer to the **SPONSORSHIP BENEFITS** page for details about the recognition your organization will receive based on the level of your donation.

\$500



A \$500 donation will cover the costs of this event for four small families

\$1,000



A \$1,000 donation will cover the costs of this event for three average sized families!

\$5,000

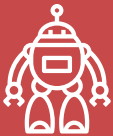


A \$5,000 donation will cover the costs of this event for 10 large families!

In-Kind Donation Options

If you prefer to provide in-kind donations we can accept brand new toys, gift cards to any major retailer that sells toys, and wrapping supplies. Please refer to the **SPONSORSHIP BENEFITS** page for details about the recognition your organization will receive based on the level of your donation.

Toys



We are happy to accept new/unopened toys for children 0-18 years old. We also accept "one size fits all" accessories like hats, bags and jewelry for teens

Gift Cards



We are happy to accept gift cards to any major retailer that sells toys.

Wrapping Supplies



We are happy to accept wrapping supplies including, wrapping paper, gift bags, gift tags, tape, etc.

Become a sponsor today!

Visit www.shafterchristmasstore.com/sponsor for more details. If you have questions contact us at shafterchristmasstore@gmail.com

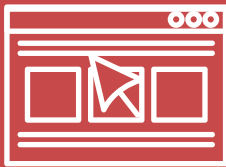
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Sponsorship Levels & Benefits

Both monetary and in-kind donations will fulfill the below sponsorship levels. If providing an in-kind donation, please indicate the estimated fair market value of the provided items or services so the appropriate sponsorship level can be assigned.

All sponsors will receive the following benefits:



Company logo and
link on the Shafter
Christmas Store
website



Recognition on
signage at the
event.



1 Social Media post
mentioning your
company/organization
individually

Sponsors at \$1,000+



Employees of organizations that make a donation of \$1,000 will have the opportunity to participate in an exclusive teambuilding/volunteer event! Learn more about this special opportunity on the Volunteer Opportunities page.

Sponsors at \$5,000+



Organizations that donate more than \$5,000 will be mentioned in any radio, TV or newspaper interviews as a presenting sponsor.

5th Annual Shafter Christmas Store Volunteer Opportunities

Teambuilding Volunteer Event

New for 2021, the first 3 sponsors at the \$1,000+ level will have the opportunity to participate in an exclusive evening of teambuilding through volunteering.

Your team (up to 10 people) will be invited to our toy storage facility for a two hour evening event. We will enjoy some light refreshments and learn more about the dignity based giving model from one of the Christmas Store lead team members, while prepping toys for distribution.

Our goal is to provide an memorable evening, full of Christmas spirit, that will strengthen the bonds between your teammates as well as connect them to the community in a meaningful way.



Setup & Event Volunteers

Additional volunteer opportunities are available the day prior and the day of the Christmas Store event. There is no sponsorship or donation obligation to participate as a setup or event volunteer!

We are happy to place volunteers from businesses as groups or individuals. In the past corporate volunteer groups have made it a family affair, encouraging team members to volunteer with their spouses, kids and friends!

We have a variety of volunteer roles available. If you would like to coordinate with us to have your group participate please fill out the form on the Volunteer page of our website or email us at shafterchristmasstore@gmail.com.

***Due to ongoing concerns about the spread of COVID-19, all volunteer opportunities are subject to additional restrictions, change or cancellation at the discretion of the Christmas Store leadership team.**



www.shafterchristmasstore.com