



**ERIE GIVES 2023  
SPONSORSHIP OPPORTUNITIES**





Dear Community Partner,

Thank you for your interest in supporting The Erie Community Foundation's Erie Gives, which will be held on **Tuesday, August 8, 2023 from 8:00 a.m. to 8:00 p.m.**

Erie Gives is an inspiring event for our community. Thousands of donors from across the country - and globe - give to hundreds of local nonprofits on one monumental day. For the past twelve years, the community has supported this annual day of giving, which was first unveiled in 2011 to celebrate our 75th anniversary. Erie Gives not only helps nonprofits financially, but it also helps them generate new, lasting donors. Since the minimum gift is only \$25, donors of all ages and incomes can participate in Erie Gives and learn about philanthropy.

As a sponsor of the Erie Gives Bonus Bucks, you will be supporting this day of giving and uplifting over 400 vetted nonprofits while connecting your company to the goodwill generated by Erie Gives. What is the Erie Gives Bonus Bucks and how does it work? In previous years, the Erie Gives Bonus Bucks was called the Prorated Match Pool. To increase transparency and have a better community understanding, we are rebranding. This program will still work the same as in years past. On Erie Gives, donors make gifts to their favorite nonprofits via checks, online donations, stock gifts, or a required minimum distribution from an IRA. A portion of the Erie Gives Bonus Bucks - the pooled corporate sponsorship dollars - is added to each gift. For example, last year, each gift received an extra 6% from the \$470K match pool.

The Erie Community Foundation strongly believes in the power of Erie Gives, so our Board of Trustees supports the Bonus Bucks with \$250K, dedicates a marketing budget to Erie Gives, manages the giving website and most importantly donates countless hours of staff time to vet every nonprofit. Donors can give with confidence.

Erie Gives has revolutionized the future of fundraising and philanthropy in Erie County. Be our partner. Join us. In advance, thank you.

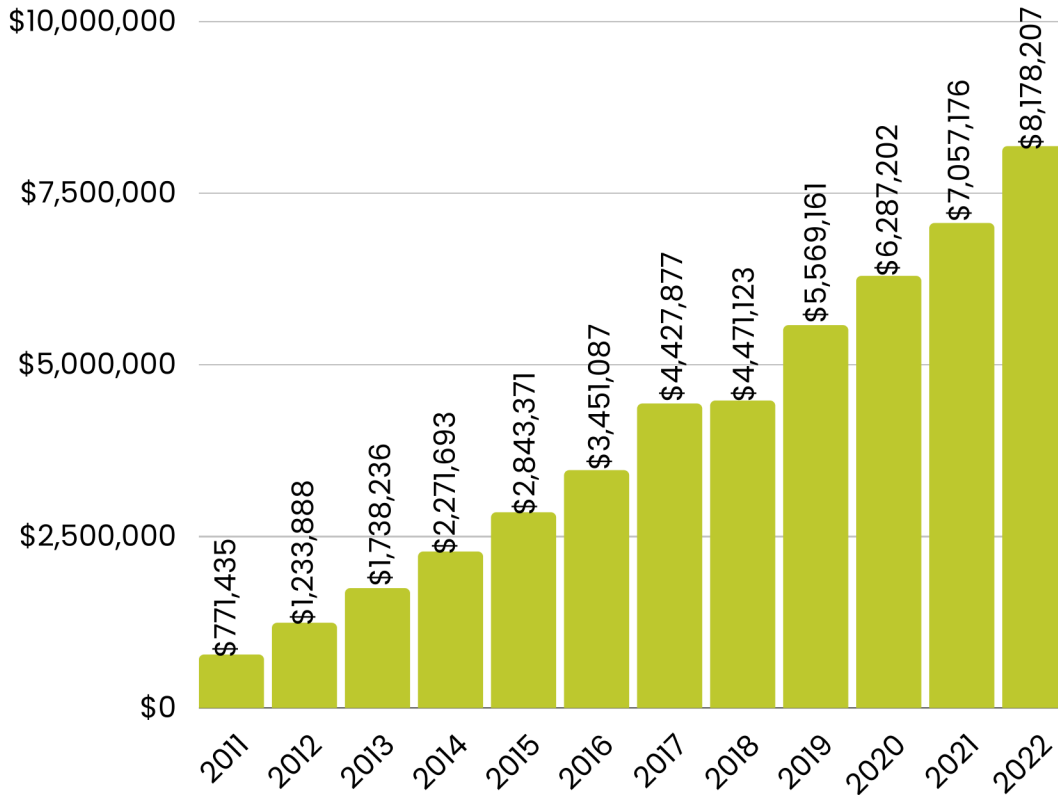
Sincerely,

**Karen Bilowith**  
President & CEO  
Erie Community Foundation

**Erin D. Fessler**  
VP of Marketing & Community/Government Relations  
Erie Community Foundation

# ERIE GIVES: BY THE NUMBERS

## Total Amount Raised 2011 - 2022



The overall amount raised has steadily increased about \$500,000 each year except in 2017, 2019 and 2022 when the amount raised increased by \$1,000,000.



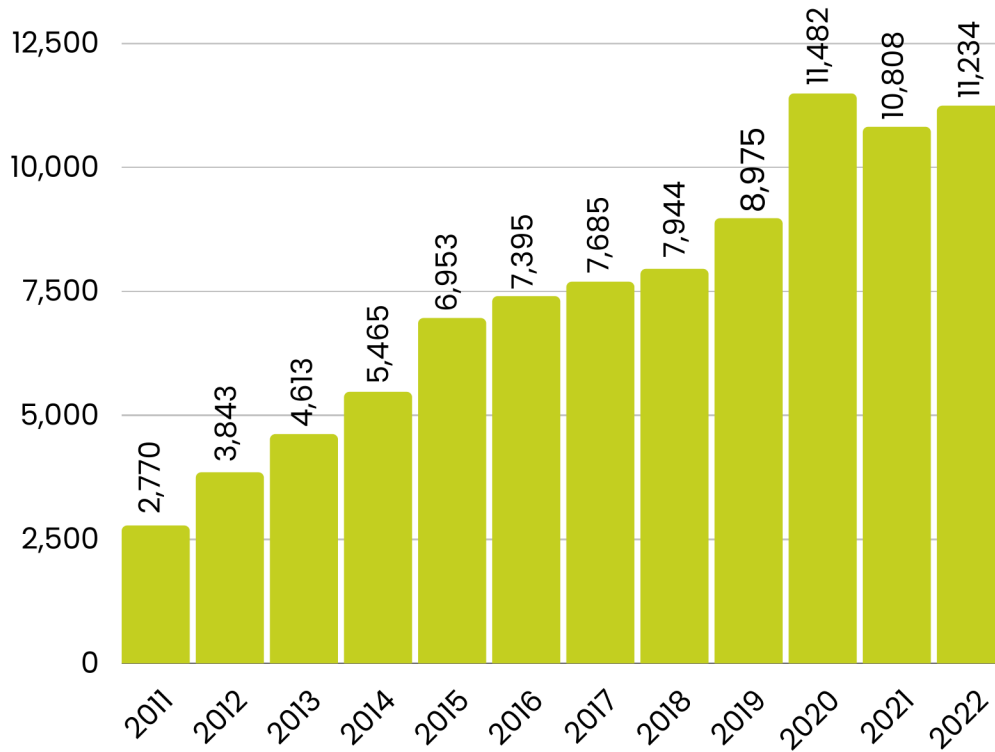
Thanks to the generosity of donors and sponsors, and the grassroots efforts of the nonprofit sector, Erie Gives has raised

# \$48,300,456

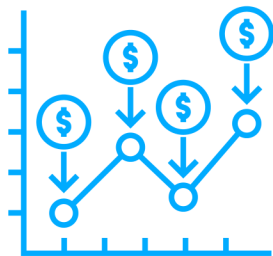
for Erie County nonprofits since its inception in 2011.

# ERIE GIVES: BY THE NUMBERS

## Number of Donations 2011 - 2022



The number of donations has steadily increased almost every year in the history of Erie Gives. In 2021, we saw a slight decrease in the number of donations, however, the trend toward larger gifts meant that the total amount of dollars raised increased.



In 2022, the average gross gift made by donors was **\$696**. This is over a 300% increase in the average gross gift made in 2021.



In 2022, the Erie Gives website was active in 44 different states and 18 different countries during the hours of Erie Gives.



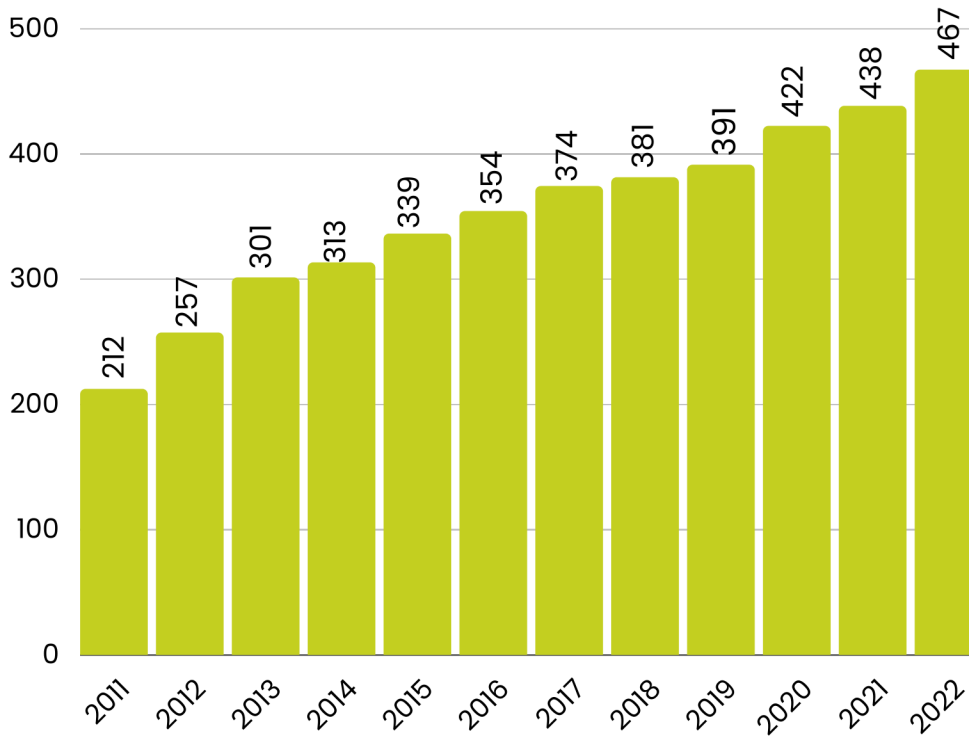
### Erie Gives Builds Community

Erie Gives establishes relationships, builds trust, and allows the community to work together. Donors and nonprofits alike return each year to be a part of this event because they feel good about the impact Erie Gives has on our community.



# ERIE GIVES: BY THE NUMBERS

## Nonprofit Participation 2011 - 2022



The Erie Community Foundation has strict guidelines for nonprofit participation. Each nonprofit must be a 501(c)3 organization, serve Erie County and either have an Agency Endowment with The Erie Community Foundation or be a member of The Nonprofit Partnership. The goal is to help nonprofits with the capacity, marketing, fundraising and board development to grow and create an endowment for sustainability and longevity.

50%

Last year, over 50% of nonprofits received at least \$1,000 in gifts on Erie Gives.

75%

75% of donors gave to more than one nonprofit on Erie Gives.



### Erie Gives Strengthens Nonprofits

Erie Gives allows donors to support the vital work of Erie's vibrant nonprofit sector. Ninety-two percent of nonprofits report that Erie Gives plays a significant role in their annual fundraising efforts.

# ERIE GIVES: IMPACTFUL STORIES

## Erie's Black Wall Street

"Thanks to Erie Gives donors, we were able to enhance our programmatic efforts, hire experts, and create more safe spaces for celebration of Black-owned businesses in Erie County." - **Kyra Taylor**, *Co-Founder, Executive Director*

Erie's Black Wall Street's mission is to serve as a vehicle for change and empowerment of Erie's Black Community through cultivating meaningful relationships, education of members, the creation of social networks and the promotion of black entrepreneurship.



## WQLN PBS NPR

"Erie Gives is an opportunity to rally together and support the programming that brings learning to life on television, on the radio, and in our community." - **Tom New**, *President & CEO*

WQLN unveiled its STREAM Machine - a mobile classroom that visit schildren all around the region to deliver hands-on activities, books, and STEM kits - the day before Erie Gives to encourage people to choose WQLN on Erie Gives to support its outreach delivered via WQLN's STREAM Machine.



## Barber National Institute

"Erie Gives provides an invaluable opportunity to let our community know about how the Barber National Institute is changing the lives of persons with disabilities or behavioral health challenges." - **Mary Cuneo**, *Director, Strategic Communication*

Barber National Institute used Erie Gives donations to completely renovate its pool. The pool provides therapy and support for students and adults with physical and intellectual disabilities, as well as exercise and learn-to-swim classes for thousands of children and adults in the community.





# ERIE GIVES BONUS BUCKS SPONSORSHIPS

Sponsorship Benefits	Gold \$50,000+	Silver \$25,000+	Bronze \$10,000+	Copper \$5,000+
Mentioned as a sponsor in radio and television interviews.	●	●	●	●
Invitation to the Erie Gives Kickoff Press Conference on July 25, 2023.	●	●	●	●
Invitation to the Erie Gives Check Distribution Day on September 8, 2023.	●	●	●	●
Logo on the Erie Gives website.	●	●	●	
Logo on all Erie Gives press releases and promotions.	●	●		
Invitation to The Erie Community Foundation for lunch on Erie Gives to do live interviews with the media.	●	●		
Opportunity to speak at the Erie Gives Kickoff Press Conference on July 25, 2023.	●			
Opportunity to speak at the Erie Gives Check Distribution Day on September 8, 2023.	●			
Logo will be on the back of staff shirts worn on Erie Gives and all press conferences.	●			















# ERIE GIVES HOURLY INCENTIVES

To keep Erie Gives fresh and exciting, we introduced the hourly Erie Gives incentives in 2022. The extra incentives were wildly successful with both the business and nonprofits.

We are requesting a **\$500** sponsorship each hour, as listed below. Please note, there is only one sponsorship opportunity per hour and nonprofits are only eligible to receive one incentive.

 <p><b>Donut Delay Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 9:00 a.m.</p> <p>Sponsored by:</p>	 <p><b>Coffee Break Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 10:00 a.m.</p> <p>Sponsored by:</p>	 <p><b>First Time Participant Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 11:00 a.m.</p> <p>Sponsored by:</p>
 <p><b>Lunch Time Lull Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 12:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>Mid-Day Paws Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 1:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>Half Time Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 2:00 p.m.</p> <p>Sponsored by:</p>
 <p><b>Sweet Treat Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 3:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>13<sup>th</sup> Anniversary Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 4:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>Happy Hour Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 5:00 p.m.</p> <p>Sponsored by:</p>
 <p><b>Dinner Time Dash Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 6:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>The Wine Down Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 7:00 p.m.</p> <p>Sponsored by:</p>	 <p><b>Grand Finale Incentive</b></p> <p>\$500 to a randomly selected nonprofit at 8:00 p.m.</p> <p>Sponsored by:</p>



As a supporter of the Erie Gives 2023 Incentives, your company's logo will appear on the Erie Gives website incentives page, a social media post highlighting the winner of the selected incentive and in all publicity regarding the Erie Gives incentives.

You will have the opportunity to draw the winner on our Facebook live.

# ERIE GIVES SPONSORSHIP OPPORTUNITIES

We believe in Erie and we believe that with your support we can make this Erie Gives have an even greater impact for all. Erie Gives is a program of The Erie Community Foundation which is a 501(c)3 organization. Our IRS E.I.N. Number is 25-6032032.

Please complete the form below. We kindly ask that all sponsorship forms and payments are received by The Erie Community Foundation by **June 1, 2023**.

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_













Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

Bonus Bucks Sponsorship Level (please circle your desired sponsorship level)

<b>Gold</b>	<b>Silver</b>	<b>Copper</b>	<b>Bronze</b>
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Hourly Incentives (please circle your desired incentive)

 9 AM	 10 AM	 11 AM	 12 PM	 1 PM	 2 PM	 3 PM	 4 PM	 5 PM	 6 PM	 7 PM	 8 PM
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Sponsorship Amount: \_\_\_\_\_ Thank you for your support!

Please make all checks payable to:  
**The Erie Community Foundation**

Mail to: The Erie Community Foundation  
Attn: Erie Gives Sponsorship/ Erin Fessler  
459 W. 6th Street  
Erie, PA 16507



**Please email logo artwork to Khristina Bowman  
at [kbowman@eriecommunityfoundation.org](mailto:kbowman@eriecommunityfoundation.org).**