



2012 “RESOURCE Achieving Dreams Benefit Breakfast” Sponsorship Opportunities

“Celebrating Over 50 Years of Serving Our Community”



Discovering Potential...Achieving Dreams

- *Finding a job to move out of poverty or regaining employment after a layoff*
- *Graduating from high school and learning how to be a good parent*
- *Becoming a productive immigrant citizen*
- *Maintaining a healthy life by overcoming drug addiction*
- *Reclaiming a full life after hospitalization for a mental illness*

Last year, RESOURCE (a statewide agency), empowered nearly 21,000 individuals to change their lives in important ways. That made a big difference in the lives of their nearly 23,000 children. As a result, almost 44,000 lives were changed for the better.

We invite you to help sustain this high-impact community effort by becoming a sponsor of the 2012 “RESOURCE Achieving Dreams Event.”

Goal: To raise funds to support RESOURCE’s valuable work in the community. The 450 guests who attended last year’s event contributed or pledged over \$55,000.

Audience: 550 local and national employers, government and community leaders, donors, friends and employer councils of RESOURCE

Time/Place: Tuesday June 5, 2012 7:30-8:30 am
Hilton Minneapolis
1001 Marquette Ave., Minneapolis 55403
- Free parking -

Expenses: \$35,000

- Sit-down continental breakfast for 550 guests including costs of food, room, and technology
- Design, printing and mailing costs of invitation, pledge forms, program materials, and Achieving Dreams video
- Other miscellaneous expenses

Last Year’s Gold /Parking Sponsor: David Martin Agency. Silver/Contributing Sponsors: Bremer Bank, Comcast, and Wells Fargo. Bronze/Supporting Sponsors: Associated Bank, CobornsDelivers, Diversified Construction, HealthPartners/Region’s Hospital, Morrissey, Inc./Tamra Anderson, RBC Wealth Management – Miley Group, RJF Agencies, and Wellington Management.

Sponsorship Levels & Benefits

We gratefully welcome contributions of any amount for our event.

Deadline for having name on event invitation: February 28

Platinum Sponsor - \$7,000

- Company name on invitation (if committed by Feb. 28)
- Most prominent name on event program
- Opportunity to invite employees and other guests
- Company name on PowerPoint slideshow
- Company banner (provided by company)
- Acknowledgment in our e-newsletter sent to over 3,500 corporate, community and nonprofit leaders and friends
- RESOURCE newsletter article prominently featuring your company sent to 5,000 corporate, community, nonprofit leaders
- Logo on RESOURCE website
- Company name on video
- Special recognition in President's speech at Achieving Dreams Breakfast
- Logo at RESOURCE Annual Meeting

Gold Sponsor - \$4,000

- Company name on invitation (if committed by Feb. 28)
- Company name listed on event program
- Opportunity to invite employees and other guests
- Company name on PowerPoint slideshow
- Company banner (provided by company)
- Acknowledgment in our e-newsletter sent to over 3,500 corporate, community and nonprofit leaders and friends
- RESOURCE newsletter article prominently featuring your company sent to 5,000 corporate, community, nonprofit leaders
- Logo on RESOURCE website

Silver Sponsor - \$2,500

- Company name on invitation (if committed by Feb. 28)
- Company name listed on event program
- Opportunity to invite employees and other guests
- Company name on PowerPoint slideshow
- Company banner (provided by company)
- Acknowledgment in our e-newsletter sent to over 3,500 corporate, community and nonprofit leaders and friends

Bronze Sponsor - \$1,000

- Company name on invitation (if committed by Feb. 28)
- Company name listed on event program
- Opportunity to invite employees and other guests
- Company name on PowerPoint slideshow

Sponsorships from individuals are welcome. Individual sponsors will be recognized at the Achieving Dreams Event and in publications (unless they prefer not to be).

Contact: Gordon Engstrom, CFO (gengstrom@resource-mn.org - 612.752.8014)

The People We Serve at RESOURCEBecome “RESOURCEful People”

- *George, a Vietnam-era veteran, lost his job, his home, and the ability to live independently when he was laid off after 25 years in a facilities maintenance position. RESOURCE’s Jobs for Veterans Program provided George with the job training and other services he needed to obtain a full-time position making \$14.25 an hour with a company in his hometown in southern Minnesota.*
- ***Tina** had been evicted from her apartment because of her chemical use. She couldn’t bear the thought of being away from her 12-year-old son and a 3-year-old daughter while in treatment. Then, Tina learned that she could go through treatment and stay in family housing with her children at RESOURCE. She successfully completed the program, moved into her own apartment, and is now planning to earn a paralegal degree.*
- ***Doug** was struggling with a serious mental illness seven years ago. He had just gotten out of the hospital and needed housing. As a result of his own efforts and our mental health services, Doug is now living in his own apartment and is helping others in their mental-health recovery efforts.*
- ***Aisha and her three children** joined relatives in Minnesota in hopes of a better future, safe neighborhoods, and job opportunities. Because of our computer training, job placement and job retention support, Aisha quickly secured a job with advancement opportunities at a local bank. Within weeks she had been promoted at her job, and by year-end she had bought a townhouse. She is now working on a college business degree.*



Fact Sheet

Our Mission: RESOURCE empowers people to achieve greater personal, social and economic success.

Our Commitment: We are committed to undoing racism and promoting diversity.

- RESOURCE is a multicultural, nonprofit organization that operates over 50 specialized programs in the areas of: employment & training, chemical health, and mental health.
- RESOURCE's 300 staff members come from a wide range of cultural groups and speak over 25 languages.
- Since it was founded in 1960, RESOURCE has provided life-changing services to more than 295,000 individuals.
- RESOURCE operates out of 34 sites in the Twin Cities metro area, plus sites in Duluth and St. Cloud.

Last year, RESOURCE helped 20,787 individuals who were working hard to discover their potential and achieve their dreams:

- ⇒ 6,125 laid-off workers and other unemployed or underemployed adults seeking employment
 - ⇒ 8,986 parents on welfare working toward self-sufficiency
 - ⇒ 856 "at-risk" youth struggling to survive and thrive
 - ⇒ 1,206 adults with disabilities or other barriers to employment seeking jobs and training
 - ⇒ 1,307 individuals grappling with substance-abuse problems--most with a history of relapse and many with prison records
 - ⇒ 2,307 adults with a mental illness striving to live and participate actively in the community.
- The 23,756 children of those served also benefited indirectly from their parents' success in discovering their potential and achieving their dreams.

We specialize in providing three kinds of services:

- 1. *Training & Employment Services***--Our Employment Action Center (EAC) and Minnesota Resource Center (MRC) provide training and employment services that help low-income people, people with disabilities, immigrants, and others achieve their employment potential.
- 2. *Chemical Health Services***--Our Recovery Resource Center (RRC) helps people recover from chemical dependency.
- 3. *Mental Health***--Spectrum Community Mental Health helps people with a serious mental illness to live and participate actively in the community.

Recognition & Awards

- **RESOURCE** received *The Nonprofit Times* “50 Best Nonprofits to Work for in the U.S. in 2010 Award.”
- **RESOURCE** received “Alfred P. Sloan Award Honorable Mention in recognition of Business Excellence in Workplace Flexibility.”
- **RESOURCE** was chosen as a Star Tribune "2011 Top Workplace in Minnesota."
- **RESOURCE** received the “EWorkPlace Exceeding Expectation Award” from the Humphrey Institute of Public Affairs in appreciation of our efforts to advance telework in the Twin Cities.
- **EAC** received the Hennepin County MFIP Award in recognition of Outstanding Achievement in Client Job Fair Attendance Award—for the fifth year in a row.
- **EAC** received both the Minneapolis Employment & Training Program (METP)’s “Adult Service Provider of the Year Award” and “Youth Service Provider of the Year Award” for 2010-2011. EAC is the only agency ever to receive both awards in the same year.
- **MRC’s** accreditation level was upgraded from “special purpose school for adult learners” to “postsecondary institution” by the North Central Association Commission on Accreditation and School Improvement.
- **MRC** is also accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) and licensed as a post-secondary school through the Minnesota Office of Higher Education.
- **MRC’s** Healthcare Technician Training course was named “Program of the Year” at the Association of Rehabilitation Programs in Computer Technology (ARPCT) annual conference.
- **RRC’s** Twin Cities HOPE (Health through Outreach & Prevention Education) Program received the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA): Center for Substance Abuse Prevention’s “Award for Outstanding Service Delivered over a Five-Year Period.”
- **Spectrum ArtWorks Artists** received the 2009 Community Awareness Award of the Minnesota Association of Community Mental Health Programs.

Your support of RESOURCE is a wise investment.

The Minnesota Charities Review Council has determined that RESOURCE meets all of the Council’s “Smart Givers” standards and is, therefore, authorized to display their official seal on our website and publications. The address of the Smart Givers website, which provides information on RESOURCE and other nonprofit organizations, is: www.smartgivers.org.

RESOURCE is a well-managed organization that spends just 7.9% of our budget on administration and fundraising--far below the 30% cap suggested by the Charities Review Council of Minnesota.



RESOURCE, Inc., 1900 Chicago Ave. S., Minneapolis, MN 55404 612-752-8000

www.resource-mn.org