

YOU ARE CORDIALLY INVITED  
TO THE FIFTH ANNUAL  
HANDS AND HEARTS  
DINNER

APRIL 18, 2024





# Hands and Hearts

Dear Friend,

For over a century, The Salvation Army of Greater Winston-Salem has been a steadfast beacon of hope for our community, offering key assistance to those in need. Since our inception in 1907, we've tirelessly provided financial support, food, mentorship, advocacy, and shelter, touching the lives of thousands of families.

As we continue our mission, we're thrilled to share the exciting news about our upcoming event: **Hands and Hearts Dinner - Invest Today, Strengthen Tomorrow**. Taking place on **Thursday, April 18, 2024, at 6 p.m.** at The Salvation Army Ken Carlson Boys & Girls Club in Winston-Salem, this event promises to be an unforgettable experience.

This year's reception and dinner comes with exciting new features, including engaging tours of The Salvation Army Ken Carlson Boys & Girls Club, captivating artwork by the renowned Leo Rucker, a silent auction showcasing creations from our Club members, a dynamic performance by Winston-Salem State University's Talented In Motion dance team, and a delectable meal catered by Village Tavern in Winston-Salem.

Join us in Doing The Most Good for the Greater Winston-Salem area by becoming a sponsor of the fifth annual **Hands and Hearts Dinner**.

By supporting us financially, you not only enhance your company's visibility but also connect with our dedicated supporters, showcase your positive impact on the community, and network with like-minded businesses. Most importantly, your contribution will make a significant difference in the thousands of lives we are privileged to serve.

Gratefully,

Major Andrew Wiley

**AREA COMMANDER FOR THE SALVATION ARMY OF GREATER WINSTON-SALEM**

INVEST TODAY  
STRENGTHEN TOMORROW





# THE SALVATION ARMY OF GREATER WINSTON-SALEM

## OUR STORY

The Salvation Army is a charitable organization and church founded in 1865. It is the 6th largest charity in the United States (Forbes, 2023) and serves more than 24 million Americans.

The message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

"When you think of The Salvation Army, what often comes to mind— bell ringers, red kettles, and probably Christmas. But the work we provide goes far beyond one season. Few know the role we play in helping suffering communities throughout the year," said Major Andrew Wiley, Area Commander of The Salvation Army of Greater Winston-Salem.

"Our efforts are vital for the people we serve, a warm bed or meal is just the tip of the iceberg; we are focused on helping them dispel the shackles of poverty, domestic abuse, addiction, depression, and more— by offering whole-body wellness and spiritual strength."

## OUR IMPACT



105 Boys & Girls Club members



15K+ nights of shelter for unhoused children and families



223K+ hot, nutritious meals – breakfast, lunch, and dinner



1,200+ children sponsored under the Angel Tree program



\$85K in emergency financial assistance for rent payments and utilities

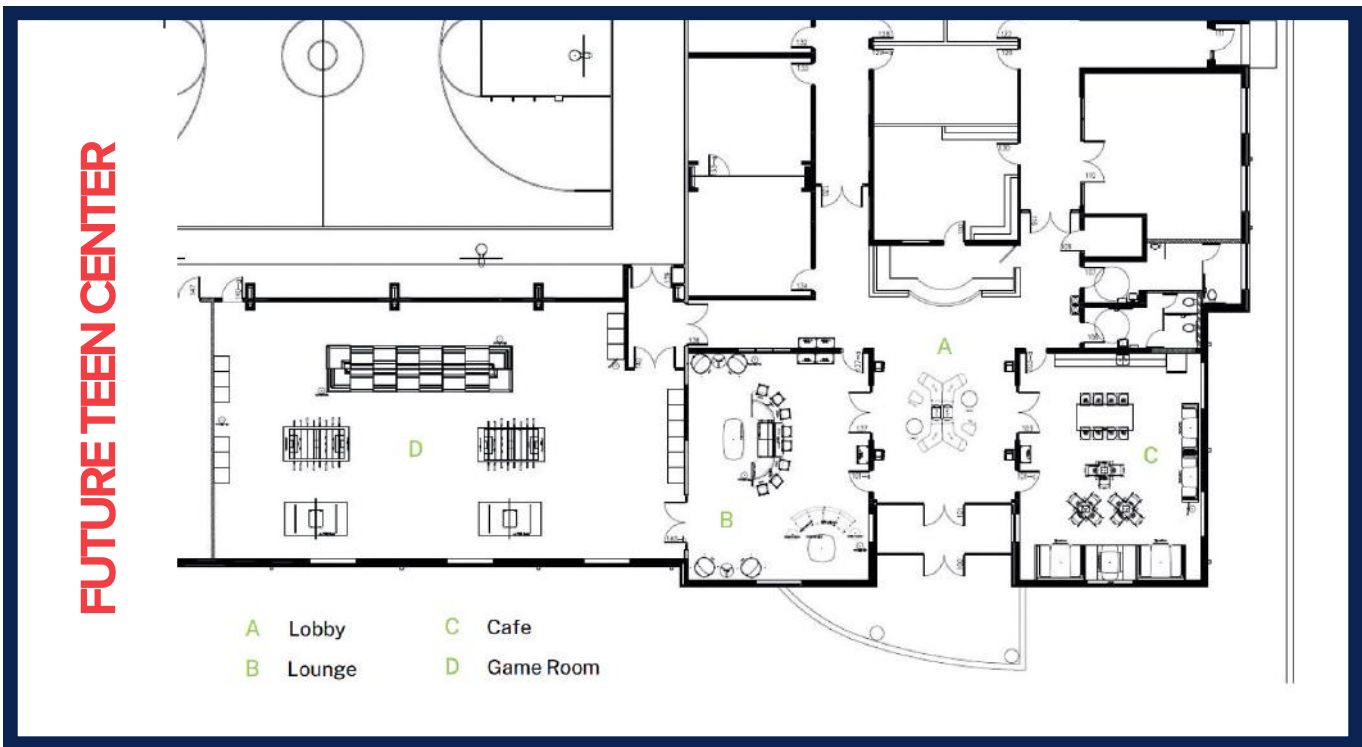


70+ families served, 3 days a week at the community food pantry

The Salvation Army of Greater Winston-Salem is embarking on a \$500K+ teen center specially designed to foster the growth and potential of the amazing young adults at our Boys & Girls Club.



## 2024 IS THE YEAR OF THE TEEN



## WITH YOUR HELP, WE CAN...

1

### Educate

Grow our science, mathematics, technology, and arts curriculum aligned with educational standards.

2

### Engage

Hire a Teen Director to create and facilitate programs that resonate with teen Club members.

3

### Empower

Expand our literacy enrichment program to allow teenage Club members to earn cash to tutor younger peers.




# SPONSORSHIP LEVELS



Hands and Hearts

<p>ARMY ADVOCATE</p>	<ul style="list-style-type: none"> <li>Name and logo on ALL branding (website, programs, event signage)</li> <li>2 tickets</li> <li>Special shoutout on social media with a 19,000 post reach and 1,300 engagement rate</li> </ul>	<p>\$500</p>
<p>LIEUTENANT LIASON</p>	<ul style="list-style-type: none"> <li>Name and logo on ALL branding (website, programs, event signage)</li> <li>4 tickets</li> <li>Special shoutout on social media with a 19,000 post reach and 1,300 engagement rate</li> <li>Signature sponsorship gift</li> </ul>	<p>\$1,000</p>
<p>CAPTAIN CONTRIBUTOR</p>	<ul style="list-style-type: none"> <li>Name and logo on ALL branding (website, programs, event signage)</li> <li>6 tickets</li> <li>Special shoutout on social media with a 19,000 post reach and 1,300 engagement rate</li> <li>Signature sponsorship gift</li> </ul>	<p>\$2,500</p>
<p>MAJOR MESSENGER</p>	<ul style="list-style-type: none"> <li>Previous tier benefits</li> <li>6 tickets</li> <li>Signature sponsorship gift</li> <li>Podium recognition multiple times during the event</li> <li>Included in print ads if received by February 9</li> </ul>	<p>\$5,000</p>
<p>COLONEL CONNECTOR</p>	<ul style="list-style-type: none"> <li>Previous tier benefits</li> <li>8 tickets</li> <li>Signature sponsorship gift</li> <li>Podium recognition multiple times during the event</li> <li>Included in print ads if received by February 9</li> <li>VIP event seating</li> </ul>	<p>\$10,000</p>
<p>COMMISSIONER OF CAPITAL</p>	<ul style="list-style-type: none"> <li>Previous tier benefits</li> <li>8 tickets</li> <li>Signature sponsorship gift</li> <li>Podium recognition multiple times during the event</li> <li>Included in print ads if received by February 9</li> <li>VIP event seating</li> <li>Brand recognition at each table</li> </ul>	<p>\$15,000</p>

**Have more questions? Our Development Director Brandon McCann is here to help.**

 (336)245-2081

 [brandon.mccann@uss.salvationarmy.org](mailto:brandon.mccann@uss.salvationarmy.org)

 [salvationarmyws.org](http://salvationarmyws.org)

# YES! I WANT TO SPONSOR TODAY



Thank you for sponsoring! Your blessing allows us to expand the meaningful impact we have on the thousands of families served across the Greater Winston-Salem area.

## CONTACT:

Business: \_\_\_\_\_  
*(Exactly as you would like it to appear)*

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

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

Email: \_\_\_\_\_  
 Sign me up to receive important email updates

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

## WAYS TO GIVE:

- I've enclosed a check # \_\_\_\_\_
- I donated online via QR code
- Provided credit card details
- Invoice me

Sponsorship Amount: \$ \_\_\_\_\_

(Optional) I only need \_\_\_\_ number of my sponsorship tickets

Credit Card #: \_\_\_\_\_

Zipcode: \_\_\_\_\_

Exp: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

## Select a level:

ARMY  
ADVOCATE  
\$500

LIEUTENANT  
LIASON  
\$1,000

CAPTAIN  
CONTRIBUTOR  
\$2,500

MAJOR  
MESSENGER  
\$5,000

COLONEL  
CONNECTOR  
\$10,000

COMMISSIONER  
OF  
CAPITAL  
\$15,000



Attn: Hands and Hearts

**Mail Checks to:** The Salvation Army of Greater Winston-Salem  
P.O. Box 1205  
Winston-Salem, NC 27102



**THANK YOU  
2023 UNDERWRITERS & SPONSORS**



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