



Driving Away Hunger Golf Tournament

**Monday, May 3
Carolina Golf Club**

**Sponsorship Opportunities
for 2010**

Friendship Trays: Delivering, in a caring and friendly manner, balanced meals to individuals in this community who are unable, because of age or infirmity, to obtain and prepare their own meal.

Event Sponsor - \$5,000.00



Pre and Post-event

- Sponsor's name/logo on tournament press and promotional materials
 - Includes all web and newsletter articles regarding the tournament
- Sponsor's name/logo on Friendship Trays' website
 - Includes link to sponsor's website
 - To remain on Friendship Trays website for 12 months

Golf Event Amenities

- 8 golf tickets*
- Sponsor name and logo opportunities:
 - Sponsor signage on contest hole, and reserved dining table seating
 - Opportunity to include sponsor information and promotional materials in player goody bags
- Special recognition at awards ceremony
- Extended rights to retain Event sponsorship on a 2-year continuum

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Best Friends - \$2,500.00



Pre and Post-event

- Sponsor's name/logo on Friendship Trays' website
 - Includes link to sponsor's website
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Golf Event Amenities

- 4 golf tickets*
- Sponsor name and logo opportunities:
 - Sponsor golf hole signage, and sponsor reserved dining table seating
 - Opportunity to include sponsor information and promotional materials in player goody bags
- Special recognition at awards ceremony

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Hole Sponsor - \$250.00



Pre and Post-event

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Golf Event Amenities

- Sponsor name and logo opportunities:
 - Sponsor golf hole signage
 - Opportunity to include sponsor information and promotional materials in player goody bags

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Facts



Friendship Trays was started when, where, and why?

The first meals were delivered in October 1976 in the Elizabeth neighborhood when neighbors realized that people were being discharged from area hospitals to their homes and were unable to prepare their own meals. An effort begun by five founding congregations that provided work space and volunteers led to the creation of today's nonprofit Friendship Trays.

Whom do you serve?

Recipients range in age from their 20s to their 100s. Most live in the city of Charlotte. The key criteria is that, for whatever reason, they are unable to prepare their own meal. About two-thirds of recipients are elderly women, and most of them have a chronic illness like diabetes.

The vast majority of recipients live on less than \$15,000 a year, and need assistance paying for their meals.

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Are you meeting the needs of the community?

For decades Friendship Trays had waiting lists in the hundreds. Some people waiting for service are in areas where an existing route is already full. But most people waiting for service live too far from existing routes to be served.

The primary long-term challenge is the aging of the Baby Boom generation. A bubble of prospective recipients is coming, and will continue over the next 20 years as the Boomers age. Friendship Trays has kitchen capacity to meet anticipated growth.

How many do you serve?

Est. 700 daily.

How many volunteers does it take?

Friendship Trays needs about 115 volunteers daily.

How does the distribution system work?

About 150 meals are delivered by contract to adult day care and similar locations. Friendship Trays staff deliver to some day cares, while other facilities pick up the meals from the South End kitchen. The remainder of the meals are delivered weekdays to individuals' homes.

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How does a person request and qualify for meals?

Some people call Friendship Trays directly. Most are referred to Friendship Trays by doctors, social workers and area agencies. Some family members inquire on behalf of their loved ones.

Unlike many community meals-on-wheels programs, Friendship Trays has no age restrictions, so there have even been pre-teens on the program for limited periods. The key test is whether the individual needs help preparing the daily meal.

How much does it cost to provide this service?

The 2010 annual budget is \$1,294,250.

Where does the money come?

The difference between recipient payments and annual operating expenses is covered by support from individuals, foundations and grants, the faith community, corporations and in-kind donations. **Friendship Trays is not a United Way agency.** Its endowment is not yet large enough to provide supplemental income to cover operating costs.

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What are your main concerns/challenges/needs?

We have the following primary needs:

- **Additional volunteers.** We need more volunteers to launch new routes that can put within reach many prospective recipients who have been forced out of the center city to the very edges of Mecklenburg County.
- **Donations.** We need additional unrestricted annual donations to cover the reality that most of our recipients live below the poverty line and, in the last years of their lives, are unable to pay the full cost of their meals.

*Thank you for your support. Your assistance
is needed to make this event
a success once again this year.*

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Event Details

Golf Tickets Include:

- Practice facility
- Player goody bag
- Lunch
- 18 holes with cart on newly Kris Spence renovated Donald Ross course
- Snacks and beverages
- Dinner
- Awards Ceremony

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