



Sponsorship Opportunities

2023 Edition



www.perryliteracy.org

Founded in 1984, Perry County Literacy Council (PCLC) is a 501 C (3) organization.

The greatest success we'll know is
helping others
succeed and grow.

Gregory Scott Reid

A Message from the Executive Director of PCLC, Leslie Heimbaugh

Overcoming the barriers to self-sufficiency is one of the greatest challenges faced by an individual who is unemployed and lacking education. For more than 30 years, the Perry County Literacy Council has been moving people up from dependency to self-sufficiency with credentials that support family sustaining wages and benefits.

For at least the last ten years, PCLC has focused our efforts on transforming the fragmented system that often confronts individuals seeking employment to a more holistic and human-centered model.

When someone comes to us seeking a GED or employment, we look at the whole person. Most people we meet are motivated to work, but they face hurdles that hold them back from being a desirable job candidate. Hurdles like a lack of education, no transportation, addictions, or no access to childcare.

Rather than say “we can’t help you,” we’ve continued to grow the range of services available at our One-Stop Satellite Site so people can get the help they need and address their roadblocks. As they enter the workforce, they should have the skillsets AND the resources they need to thrive. Rather than providing fragmented services, ours is a human-centered model setting participants up for success with the tools they need to become an asset to their employer and build a better future for themselves and their families.

Support from individuals and corporations has helped make a real difference to our program participants, their families, and the community. Our ability to help Perry County residents succeed is directly connected to the local support we generate. We are hopeful that you’ll join us and invest in helping motivated youth and adults on their path to self-sufficiency.



Leslie Heimbaugh

Leslie Heimbaugh

Executive Director





Our Mission

The mission of the Perry County Literacy Council (PCLC) is to provide educational programs for Perry County residents and their families that enable them to better function as productive, responsible citizens.

Our programs are 100% free. We tailor our instruction to the individual's needs and deliver it via one-to-one tutoring and small classes.



How We Make a Difference in Perry County

Did you know? Every adult who earns a GED contributes an additional \$60,000 in tax revenue over a lifetime.



"I've seen the good that PCLC does firsthand. What it does is save taxpayer money. People are working; they're contributing to the economy instead of looking for government handouts. They're becoming self-sufficient."

The Honorable Mark Keller

Longtime PCLC Supporter & Advocate

With your support, we empower more than 285 Perry County residents each year to earn their high school equivalency diploma, get career training, connect with social services like addiction counseling and housing programs, get access to transportation services, childcare and a multitude of resources they need to break down the barriers on their path to self-sufficiency.

Our support extends to every generation as we also provide diapers, formula and childcare for our participants' infants and preschoolers from our Early Childhood Outreach Center.

PCLC's Social Work Office offers solutions that help to:



Keep Perry County residents employed and living in their homes



Provide crucial support services, childcare, and healthcare for Perry County residents



Provide funds for emergency food, utilities, and other basic needs



Empowering Our Neighbors in Need Through Education and Resources

Your support helps adult learners in Perry County earn the skills they need to transform their lives and positively impact their families and the greater community.



Meet John and Jeanette

High school was difficult for John Banks. Though never bullied, he couldn't stand how fellow students treated each other and felt like he simply didn't fit in. Anxious and frustrated, John spoke with his family about his concerns. This led to trying charter school and then traditional schooling once more, until the pandemic hit. John's parents recommended that he go to Perry County Literacy Council (PCLC) for classes to earn his high school equivalency diploma.

"My parents thought that I should try it out," said John. "My mom was worried because she knew that I didn't always get all my work done in school, but she knew that I cared about getting my diploma – and she had faith in me."

John loves coming to PCLC. Since entering the program last September, he has completed three of the four tests required to earn his high school equivalency diploma.



Meet Tiffany and Nicole

After a year grappling with addiction and homelessness, Kansas natives Nicole Krovas, 38, and Tiffany Ellsworth, 35, had hit rock bottom.

Shortly after Tiffany and Nicole settled in Newport, a mentor recommended that they visit PCLC. Neither of the women had a photo ID and Tiffany needed her birth certificate. Without proper ID, access to housing, employment and healthcare would be impossible. Thankfully, PCLC's social work office was ready to help.

So much has changed during the past year for Tiffany and Nicole. Both women say that they have accomplished more in the past year than they did in the last three years in Kansas, and they believe that PCLC played a big role in their success.

A faint, light orange line-art illustration of a megaphone is positioned in the upper right quadrant of the page. It is tilted upwards and to the right, with several short, radiating lines above it to suggest sound or vibration.

Get Involved

We're looking for community partners.

PCLC makes a difference to real people right here in our own community. Every day. By providing resources that help people improve their quality of life, we're also enhancing the quality of community life and improving the local economy. To keep helping more individuals and families, we know that meaningful partnerships can make all the difference.

Please consider this opportunity to partner with us and build a better, stronger community.



-  **Premier Partner**
-  **Impact Sponsor**
-  **Supportive Sponsor**
-  **Education Sponsor**
-  **Friends of the PCLC**





01

Premier Partner

This package is exclusive to one organization.

Annual: \$15,000

Two-Year Term: \$27,000



PCLC Premier Partners are committed to the residents of Perry County and our local economy. This level of commitment helps us reach our full potential in meeting the needs of our program participants and strengthening our community. A Premier Partner is exclusive and offers the highest level of visibility.

Premier Partner will approve all material prior to display or distribution. Packages can be customized.

**Providing PCLC can hold in-person events. If in-person events are not an option, every effort will be made to recognize partner virtually.*

Premier

Return on Investment

- ✓ Press release distributed to local and relevant media announcing company as Premier Partner.
- ✓ Video announcement of sponsorship to be shared on social media, in email and on PCLC blog post announcing new sponsor.
- ✓ Recognized as THE Premier Partner on the homepage of the PCLC website. Includes company logo and link.
- ✓ Company Banner Ad with link on Sponsors/Partners page on the PCLC website. Ad includes link to company website.
- ✓ Professionally produced video: 1–2-minute video designed to provide insight into PCLC’s work. The video will introduce the Premier Partner organization and spokesperson the opportunity to encourage others in the community to join in their support of PCLC. Video will be posted on website, shared on social media, and shared with Premier Partner for their distribution/use.
- ✓ Email blast announcing the Premier Partnership to PCLC supporters.
- ✓ Brand visibility at Annual Race for Reading Fundraiser. * Opportunity hang company banner at event. Four tickets to event/ability to have company representatives greet guests. Recognized as Premier Partner in Video PowerPoint displayed at event.
- ✓ Brand visibility at Annual Chili Cook-Off Fundraising Event at Perry County Fair* Opportunity to have a display table promoting company services/products.
- ✓ PCLC Office & Board of Directors Recognition. Opportunity to give a 10-minute presentation to the PCLC Board announcing your partnership and introducing company individuals/services, etc. Recognized as Premier Partner at all PCLC Board meetings.
- ✓ Ad or Advertorial in annual PCLC e-Newsletter.
- ✓ Video PowerPoint displayed year-round at PCLC office recognizing Premier Partner.
- ✓ Recognition on PCLC promotional pieces as Premier Partner when applicable.
- ✓ Quarterly boosted Facebook posts on PCLC Facebook page.
- ✓ Quarterly blog posts highlighting Premier Partner on PCLC website/blog.
- ✓ Premier Partner receives a year-end sponsorship report.





02

Impact Sponsors

This package is limited to four sponsor organizations.

Annual: \$5,000

Two-Year Term: \$8,500



*Impact Sponsor will approve all material prior to display or distribution. Packages can be customized. *Providing PCLC can hold in-person events. If in-person events are not an option, every effort will be made to recognize partner virtually.*

"My husband Darin and I are so happy to be able to support PCLC. We believe in its mission to provide education and social work to the people of Perry County. We believe that when people have access to education and support services, their lives and their family's lives improve, which helps to build a better community. PCLC is a true lifeline and we're so grateful to have this resource in Perry County."

Kelly Lesh

PCLC Donor and Supporter

Impact

Return on Investment

- ✓ **Video announcement of sponsorship to be shared on social media, in email and on PCLC blog post announcing new sponsor.**
- ✓ **Recognized as Impact Sponsor on Sponsors/ Partners page on the PCLC website (logo w/link).**
- ✓ **Email blast announcing the Impact Sponsorship to PCLC supporters.**
- ✓ **Brand visibility at Annual Race for Reading Fundraiser*. Recognized as Impact Sponsor on Video PowerPoint at Event. Two tickets to Annual Race for Reading Fundraiser Event*.**
- ✓ **Brand visibility at Annual Chili Cook-Off Fundraising Event at Perry County Fair*.**
- ✓ **Video PowerPoint displayed year-round at PCLC office recognizing Impact Sponsor.**
- ✓ **PCLC Office & Board of Directors Recognition. Opportunity to give a 5-minute presentation to the PCLC Board announcing your sponsorship and introducing company individuals/services, etc. Recognized as Impact Sponsor at all PCLC Board meetings.**
- ✓ **Ad (provided by sponsor) in annual PCLC e-Newsletter.**
- ✓ **Recognition on PCLC promotional pieces as Impact Sponsor when applicable.**
- ✓ **PCLC Facebook post announcing company as Impact Sponsor.**
- ✓ **Two boosted Facebook posts on PCLC Facebook page.**
- ✓ **One blog post highlighting Impact Sponsor company on PCLC website/blog.**





03

Supportive Sponsors

This package is available to unlimited sponsors.

Annual: \$2,000

Two-Year Term: \$3,500

*Supportive Sponsor will approve all material prior to display or distribution. Packages can be customized. *Providing PCLC can hold in-person events. If in-person events are not an option, every effort will be made to recognize partner virtually.*



“When we meet new students, they’re so concerned about a lot of things, one of which is how they are going to pay for instruction and testing. I love telling them that PCLC offers instruction at no cost to students. We will also pay for at least half of their testing fees. When you see the relief on their face that they won’t have to worry about paying for supplies, instruction and testing, it really breaks down barriers— it’s such a wonderful thing to be able to do for people.”



Gwen Soult

GED Instructor and Student-Tutor Coordinator

Supportive

Return on Investment

- ✓ **Recognized as Supportive Sponsor on Sponsors/Partners page on the PCLC website (logo w/link).**
- ✓ **Email blast announcing the Supportive Sponsorship to PCLC supporters.**
- ✓ **Brand visibility at Annual Race for Reading Fundraiser*. Recognized as Supportive Sponsorship at Event. Two tickets to Annual Race for Reading Fundraiser Event*.**
- ✓ **Recognized as Supportive Sponsor at all PCLC Board of Directors meetings.**
- ✓ **Ad (provided by sponsor) in annual PCLC e-Newsletter.**
- ✓ **PCLC Facebook post announcing company as Supportive Sponsor.**
- ✓ **One boosted Facebook post on PCLC Facebook page.**
- ✓ **Video PowerPoint displayed year-round at PCLC office recognizing Supportive Sponsorship.**





04

Education Sponsors

This package is available to unlimited sponsors.

Annual: \$1,000

Two-Year Term: \$1,800

Education Sponsor will approve all material prior to display or distribution. Packages can be customized.



"I got to the point where I was pretty much hiding out in my room. I had a slew of dental problems—I was running out of money, and I was in a bad place mentally. When I came to PCLC, they introduced me to a career coach from one of their partnering agencies. She connected me with a program that helped veterans like me with dental care. That helped me get my confidence back. Now I work for PCLC, and I'm proud to offer others a chance to rebuild their lives."



Russell Hulslander

PCLC Customer Service Representative

Education

Return on Investment

- ✓ **Recognized as Education Sponsor on Sponsors/Partners page on the PCLC website (logo w/link).**
- ✓ **Recognized as Education Sponsor at all PCLC Board of Directors meetings.**
- ✓ **Logo and name recognizing sponsorship in annual PCLC e-Newsletter.**
- ✓ **PCLC Facebook post announcing company as Education Sponsor.**
- ✓ **Video PowerPoint displayed year-round at PCLC office recognizing Education Sponsor.**
- ✓ **Congratulations card with customized messages from Education Sponsors sent to all GED graduates.**



05

Friends of the PCLC

This package is available to unlimited friends.

Annual: \$500

Two-Year Term: \$750



Return on Investment



Recognized as Friend of the PCLC on Sponsors/ Partners page on the PCLC website.



PCLC Facebook post announcing company as a Friend of the PCLC.



Recognized as Friend of the PCLC in annual PCLC e-Newsletter.



Video PowerPoint displayed year-round at PCLC office recognizing Friends of the PCLC.

Friends



The Perry County Literacy Council is dedicated to delivering the programs and services that impact Perry County. Motivated youth and adults enter with few resources. They exit with the skills and credentials that they need to become self-sufficient workers, family members, consumers and citizens.



Visit www.perryliteracy.org to learn more today!

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