WHEELER MISSION

help. hope. healing.

Corporate Sponsorship Program

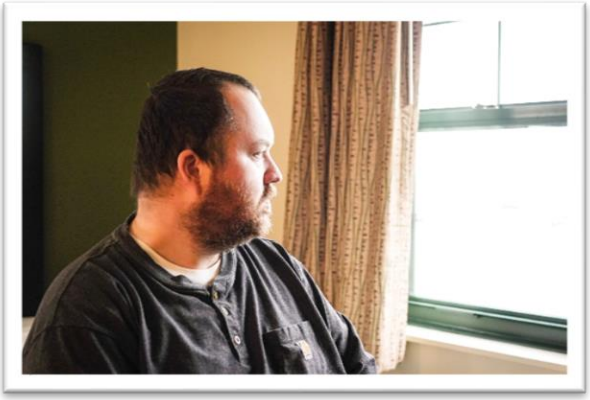




Wheeler Mission Overview

Wheeler Mission is the oldest and largest homeless service provider in Indiana and holds a rich history. Since 1893, Wheeler has served the most vulnerable people in Central Indiana, providing food, shelter and care to anyone who needs it. Beyond meeting basic needs, Wheeler Mission also provides Christ-centered programs so each man, woman, and child served can enjoy lasting success.

Becoming a corporate sponsor at Wheeler Mission is a great way to engage in the community, make a tangible impact in people's lives, and allow your employees to make a difference where they live.






Throughout 2020, Wheeler Mission provided:

- 10,070 guests (3,184 are first time guests) (52% increase over 5 years)
- 331,010 nutritious meals
- 252,329 nights of shelter (beds provided) (61% increase over 5 years)

Since its founding in 1893, Wheeler Mission has been a pillar in the community, always existing because of the community's support. However, with the escalating demands for services, **Wheeler Mission needs help to continue its important work.**

Wheeler Mission Corporate Partnership Highlights



Starbucks staff volunteers at our Center for Women & Children as a part of their yearly sponsorship.



MHS staff serves meals at our Shelter for Men as a part of their sponsorship.



Summers Heating & Cooling hosts a food drive during the holiday season as a part of their sponsorship.



Anthem sets up a booth at our Center for Woman & Children during their Mother's Day event sponsorship.

Benefits to Becoming a Wheeler Mission Sponsor

Partnering with Wheeler Mission allows your company to align with the cause of helping people in need right here in Central Indiana. As a corporate sponsor of Wheeler Mission, your company will enjoy several benefits. You will:

Provide Employee Engagement Opportunities

Enjoy expanded opportunities for your company and employees to work side by side, helping people who are struggling with issues such as homelessness, addiction, hunger, and poverty. Your employees will take pride in working for an organization that makes a difference in the community and involves them in the process.

Increase Brand Loyalty [1,2]

- Social activism is now the 2nd leading driver for brand strength.
- Employees and customers who are aware a brand supports a cause are 1.5x more loyal.
- 91% of millennials would switch brands to one associated with a cause.
- 85% of employees say their company has an obligation to do social good.
- 70% of customers are likely to purchase from a brand linked to a good cause over another brand that does not support a cause.
- 64% of potential millennial employees won't take a job if their employer doesn't have a social impact.

Enjoy Brand Awareness

Align your brand with Indiana's oldest, largest, and most well-known homeless service provider. Corporate sponsors receive a high volume of exposure through Wheeler Mission's channels that reach out to donors, volunteers, and the community at large. Social media recognition, digital newsletters, and website recognition are a few of the great ways Wheeler Mission tells the story of how our sponsors support the community.

Make A Difference Locally

100% of your sponsorship goes to Wheeler Mission and will make an immediate impact. Wheeler Mission provides safe shelter, nutritious food, and important care to men, women, and children who are experiencing homelessness. Wheeler Mission also provides both short and long-term residential recovery programs, including life-saving addiction recovery programs.

(1) 2017 IEG Sponsorship Study

(2) Aziz, A., & Jones, B. (2018). *Good is the new cool:*. New York: Regan Arts.

Wheeler Mission Corporate Sponsor Program Benefits

General Benefits:

Logo representation on Wheeler Mission's website, showcasing your company as an Official Sponsor of Wheeler Mission.

Designation and rights as an Official Sponsor of Wheeler Mission.

Tickets and VIP accommodations at Wheeler Mission events.

Volunteer customized opportunities (group), allowing your employees, clients, or partners opportunities to work side by side, helping our community's poor and needy.

Premium Benefits:

Company inclusion on Wheeler Mission Newsletters

Communicated to Wheeler Mission's 30,000+ donor database on a printed newsletter and digital eblast.

Wheeler 101 Educational Classes

Employees can gain a better understanding about homelessness and the issues affecting people experiencing homelessness and addiction. Participants will also learn the rich history of Wheeler. Custom classes take place at Wheeler Mission, can be offered at your business, or virtually!

Group Site Tours

Lean about Wheeler Mission's history by touring our wonderful facilities in Indianapolis and Bloomington. Employees, clients, and guests will see everything that goes on behind Wheeler Mission's doors, learn more about the men's and women's programs that we operate, and how they can help. Please note: in light of COVID-19, Wheeler Mission has limited the size and frequency of tours, so please check with the Director of Corporate Engagement first!

Meal Prep Events

Prepare and serve a meal with your employees. This is a way to engage directly with those who are currently seeking shelter at Wheeler Mission. Wheeler Mission will tell the story of your involvement on Wheeler's social media pages, tagging your company and honoring you for your efforts.

Custom Opportunities

Work together with our Director of Corporate Engagement to design sponsorship benefits that meet your objectives.

Wheeler Mission Drumstick Dash:

One of the largest **Thanksgiving Day run/walk** events in the country, the Wheeler Mission Drumstick Dash draws nearly 20,000 people annually. Participants "move their feet so others can eat" during this Hoosier holiday tradition.

Sponsors will enjoy customized benefits, including extensive logo recognition, employee engagement activities, on-site activations, VIP event accommodations, and much more! Learn more at DrumstickDash.org.





Strength In Our Streets:

One of the largest Crossfit-style competitions in the Midwest, Strength In Our Streets is a team-style fitness competition that features dozens of gyms and hundreds of athletes. Sponsors will enjoy direct connection to this growing industry, and custom activation opportunities during the event. Learn more at StrengthInOurStreets.com.





100 Holes for the Homeless:

Individual golfers set out to play 100 holes of golf in one day during Wheeler Mission's annual golf marathon. Sponsors enjoy extensive brand reach during the pre-event on-line fundraising process, as well as on-site activation opportunities. Learn more at 100HolesfortheHomeless.com.





Various other Special Events:

Wheeler Mission hosts several other events throughout the year. These events are a great way to support the work at Wheeler Mission, while engaging directly with the community. Our team will help you find the right event that fits your company objectives.







Other Ways Your Company Can Help

Giving

Monetary Donations

Donate to Wheeler Mission. All donations are used locally and support Wheeler Mission's many different programs.

Matching Gift Programs

Support your employees' desire to enhance their donations' impact by offering and communicating a company matching gift program.

In-Kind Gifts

Give items such as food, clothing, or hygiene items to help Wheeler Mission care for the hundreds of people who enter the doors each day. Certain budget relieving in-kind services may qualify your company for Official Sponsorship benefits.

Community Engagement

Organize a Fundraiser

This is a great way for employees to be engaged and strive to go above and beyond when it comes to raising money for our neighbors experiencing homelessness. (Ex: Donate $10 to wear jeans on Fridays!)

Host a Donation Drive

Organize a collection with your employees or clients. (Ex: Donate items for Wheeler Mission and receive discounts on your services.)

Company Drives

Companies can provide a multitude of supplies and needs through an in-company drive. These drives are a way to involve employees and work together to make a difference in the community.

Volunteer

Whether you want to serve a meal during lunchtime or gather a small group of employees to serve in other ways, Wheeler Mission makes it easy for you to volunteer. Visit WheelerVolunteer.org for details.

Get started today! Contact us at Sponsorships@WheelerMission.org