



Operation: Martinis & Miracles

A Bond Bash Benefiting: Prevent Child Abuse Georgia

Spring 2010

Dear Friend,

Julie stood alone in her kitchen exhausted by lack of sleep. Her three-week-old newborn continued to scream and cry in his room as he had for the past several hours. She had tried everything she could remember that the nurses had told her and anything she could think of that anyone had ever mentioned to her. But nothing was working and she could not cope any longer. With her husband gone and five sleepless nights behind her, she felt helpless and desperate.

Julie knew she needed help – but wondered who she could call and get the help she needed without criticism and judgment. Then she remembered about the **Prevent Child Abuse (PCA) Georgia First Steps** volunteer who had visited her in the hospital. Julie immediately found the child-development calendar she had been given by the PCA volunteer and called the **1-800-CHILDREN Helpline**. The counselor listened to Julie and helped her understand her baby's crying. She gave Julie recommendations on ways that she could soothe her baby but also made sure that Julie understood that crying is a baby's "job". The next day a home visitor came to her home for the first of many voluntary visits through the **Healthy Families Georgia** program. Her home visitor answered her many questions and gave Julie information on child behavior, community resources and ways to cope with her baby's crying. Today Julie is a wonderful mother to Mike (3 yrs) and Olivia (6 months) and attributes the programs of **Prevent Child Abuse Georgia** with helping her be the best parent possible.

Julie and her family are one of the many success stories that PCA Georgia has shared with me. Unfortunately, not all their stories are ones of success. **In 2006, 116 children in Georgia died as a result of abuse or neglect.** In 84% of these cases the abuser is a biological parent and 90% of the abuse occurs in the child's home. As a member of the National Association of Catering Executives (NACE), I wanted to share a most heartfelt plea with you.

NACE, the oldest and largest catering association in North America, is part of an industry that benefits from the hosting of special events, many of them fundraisers, in excess of \$200 billion in national annual revenues.

In an effort to support the non-profit and fundraising community that for so long has supported us, we are hosting NACE Gives Back! This annual fundraiser, hosted by the premier event planners in Atlanta, each year will provide a fundraising funnel for a local charity, and will be the most anticipated event of the Atlanta social season!

This year we are **helping our youngest citizens who are most in need and often in physical danger**. We are honored to partner with Prevent Child Abuse Georgia, the only statewide, nonprofit organization with the **sole mission of preventing child abuse and neglect – before it starts**. PCA Georgia works directly with parents and families to offer them the support they need to create healthy homes for their children. All children deserve to live in an environment that allows them to develop their full potential.

For more information about NACE Gives Back, please visit us at www.nacegivesback.org.



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The Crime: Abuse of Georgia's Children

I am shocked and heartbroken to share with you the criminal facts of our case:

- 4 children will die from child abuse and 18 will be permanently disabled every day in the U.S.
- In Georgia alone over 85,000 children are reported victims each year of child abuse.
- **In Georgia, roughly 100 children will die this year from abuse!**
- The need for child abuse prevention services is more critical than ever, as these deaths are preventable.

The Mission: Prevent Child Abuse in Georgia

Last year Prevent Child Abuse Georgia made a difference in the lives of thousands of children and families.

PCA Georgia uses an array of prevention strategies to address the issue of child maltreatment, including:

- **First Steps** provides all parents of newborns with support, education and links to community resources, helping them feel knowledgeable about their parenting role and their baby's needs.
- **Healthy Families Georgia** provides voluntary home visitation to first time parents identified as at-risk for poor parenting outcomes, providing intensive, long-term support for up to five years.
- **1-800-CHILDREN** is a statewide toll-free Helpline that provides community-based prevention efforts with education, support and links to community resources to all Georgians.
- **Public awareness** and advocacy inform the public and policy makers about the problem of child maltreatment and effective prevention programs.
- **Professional network** of almost 50 chartered councils, statewide, to strengthen and support families throughout the state. PCA Georgia also holds the Southeast's largest professional symposium dedicated to child abuse prevention training and education.

With your help, this year PCA Georgia can make a difference in the lives of many more who are at risk!

The Operation: Martinis & Miracles

With your financial support, another Georgia child will have a healthy and happy home to grow up in. It Pays to Prevent Child Abuse - Americans will take action to reward good corporate citizenship!

- 88% of Americans say that during an economic downturn it is important for companies to continue to support causes
- 81% of Americans are likely to switch brands, when price & quality are equal, to support a cause

Don't miss your opportunity for maximum exposure to support 2010's most talked about fundraiser!

Presenting	\$7,000	Agent: 007
Provides 5 families of an infant/toddler with 1 year of Healthy Families Georgia home visiting services.		
Platinum	\$5,000	Agent: 006
Provides training to over 100 child welfare professionals in Georgia.		
Gold	\$2,500	Agent: 005
Provides 50 families of a newborn with 3 months of our First Steps program.		
Silver	\$1,000	Agent: 004
Provides child development calendars to 300 families of newborns.		
Supporter	\$500	Agent: 003
Pays for 14 hours of service from PCA Georgia's statewide 1-800-CHILDREN Helpline!		

With sincere gratitude,

Walter Nemeth
NACE Atlanta President

DePriest Waddy
PCA Georgia CEO

P.S. Please make your generous sponsorship today and help us prevent child abuse in Georgia!

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Sponsorship Levels and Benefits (Cash Donations)

Presenting	Platinum	Gold	Silver	Supporter
007	006	005	004	003
\$7,000	\$5,000	\$2,500	\$1,000	\$500

NAMING RIGHTS

*Gain powerful brand exposure by putting your company name on the event!
"Operation: Martinis & Miracles presented by Your Company"*

Exclusive Naming Rights for the event	✓				
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PROMINENT LISTING ACCORDING TO SPONSOR LEVEL IN LOCAL MEDIA OUTLETS

*Gain exposure in all press releases and advertisements in leading Atlanta area media!
Targeted Media sponsors include Atlanta Magazine, Steve & Vicki Show, and the Atlanta Journal Constitution.*

Recognition in all press releases	✓	✓	✓	✓	✓
Name listing in all print advertisements for the event	✓	✓	✓	✓	✓
Logo listing in all print advertisements for the event	✓	✓			
On-Air Radio recognition with event promotion	✓	✓			

PROMINENT PRESENCE ACCORDING TO SPONSOR LEVEL ON ALL EVENT COLLATERAL

Your company will be presented prominently throughout the event promotion!

Name listing on Promotional Items	✓	✓	✓	✓	✓
Name listing w/ link on Event Website & Facebook Page	✓	✓	✓	✓	✓
Name listing w/ link on Atlanta NACE & Charity Website	✓	✓	✓	✓	✓
Name listing on Event Signage & Programs at the event	✓	✓	✓	✓	✓
Live announcement by emcee at the event	4x	3x	2x	1x	
Your company Logo on the Main Bar during the event	✓	✓	✓		
Logo listing on Promotional Items	✓	✓			
Logo listing w/ link on Event Website & Facebook Page	✓	✓			
Logo listing w/ link on Atlanta NACE & Charity Website	✓	✓			
Logo listing on Event Signage & Programs at the event	✓	✓			
Logo on Backdrop for Red Carpet Photographs	✓				
Option to present Check to Charity or Top Auction Item	✓				
Logo on Gobo Lighting during the event	✓				
Your company Logo on the VIP Bar during the event	✓				

EVENT PASSES AND EXTRAS

Have fun and meet your target audience at the same time! Enjoy sponsor only perks and benefits.

Complimentary Valet Parking	✓	✓	✓	✓	✓
Complimentary Event Tickets with V.I.P. Privileges	15	10	6	4	2
Complimentary Raffle Tickets	15	10	6	4	2
Complimentary Invitation to exclusive Patron Party	15	10	6		
Complimentary Limo Service to/from Event	✓	✓			
007 Agent Confidential: For 007 Eyes Only!	✓				

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YES! I want to keep children in Georgia safe! A child is helpless - I am NOT!

Here is my tax-deductible sponsorship of: \$7,000 \$5,000 \$2,500 \$1,000 \$500 Other _____

Name: _____
Company: _____
Address: _____
City, ST, Zip: _____
Email: _____
Phone: _____

- Enclosed is my check made payable to: NACE Gives Back!
 Please charge my credit card! Card Type: Visa Mastercard American Express

Name of Card Holder _____
Account Number _____
Expiration Date _____ Security Code _____
Signature _____

*As a sponsor you are entitled to a variety of benefits!
We will promptly be in touch with you to review your sponsorship materials!*

“Operation: Martinis & Miracles”
Friday, June 11th, 2010
The Foundry at Puritan Mill

REPLY BY APRIL 11th FOR 10 ADDITIONAL RAFFLE TICKETS!

Thank you for making a difference in the lives of Georgia's children!

Prevent Child Abuse Georgia | 1720 Peachtree St., NW, Ste. 600 | Atlanta, GA 30309 | 404-870-6589
www.pcageorgia.org

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