

# CASE STATEMENT

South Florida Urban Ministries, Inc. (SFLUM) is transforming lives and providing opportunities for underprivileged children and families in our community. Your support enables SFLUM to move more people from poverty to prosperity through life-changing programs in Miami-Dade and Broward counties. During the last 11 years, SFLUM has experienced an exciting period of growth, refining priorities, developing new programs and expanding resources and capacity. Your generous support is integral to our efforts to meet and exceed our organizational goals as outlined in our strategic business plan. Some recent achievements include:

- 1) Children and Youth Program Expansion.** The Branches program is now serving over 150 children on a daily basis during the school year in Florida City, North Miami Beach and South Miami. These after school enrichment programs follow the Branches model to serve academically under performing children and their families through holistic services. We continue to lead hundreds of youth in a positive direction through leadership development seminars and the annual OASIS Spring Break camp.
- 2) Branches Summer Shade Camp Expansion.** During the summer school break, all Branches sites undertake *Summer Shade* camp led by staff and volunteers. The camp provides fun, interactive and creative enrichment activities that improve physical fitness, prevent summer learning loss and challenge campers to improve a specific skill of talent. For summer 2012, *Summer Shade* will again focus on stepping up the oral reading and literacy skills of over 200 campers from pre-K to Middle School.
- 3) Economic Development Program Growth.** Our Economic Development Program has expanded to include the United Way Center for Financial Stability. In October 2009, we partnered with United Way of Miami-Dade and are now operating their Center for Financial Stability. The United Way Center is located on our North Miami campus and offers a wide array of tools and resources that can help working individuals and families achieve greater financial stability and move toward financial independence. Other economic services include Business Development Services such as the ASSETS training courses, one-on-one business consulting and business support services. We also focus on hunger relief and last Thanksgiving, we packaged and delivered over 5,500 meals with the help of over 1,000 volunteers.
- 4) Increased Organizational Capacity.** We have grown from 2 programs and a \$108,000 budget in 2000 to 15 program activities and a \$2.3 million budget in FY 10-11. Our board is expanding (14 current members) and more than 1,200 volunteers participate in the organization on an annual basis.
- 5) Office and Community Center Development.** We competed for and won a \$1 million grant contract from the Miami-Dade Building Better Communities Program to renovate the former Lakeview UMC in the West Little River neighborhood to become the SFLUM Community Center. This Center will anchor our offices and program services to serve both Broward County and Miami-Dade County into the future.
- 6) Matching Grant.** As a testament to SFLUM's impact in the community, a Christian Foundation has awarded the organization a multi-year matching grant with a lifetime potential value of more than \$4 million. The matching grant is the largest commitment received in SFLUM's 39 year history. During the current fiscal year if SFLUM raises \$175,000 in qualifying contributions, the value of the match will be \$350,000 based on a 2 to 1 match.

Every dollar donated through the 2012 Black Tie and Blue Jeans Benefit Dinner & Auction will be leveraged in grants, other fundraising activities, and contracts to multiply the impact of the resources and achieve the broader goal of transforming lives through innovative, compassionate ministries. We thank you for your generous support and for being a significant part of South Florida Urban Ministries.



# SPONSORSHIP OPPORTUNITIES

The SFLUM Benefit Dinner & Auction provides many opportunities for businesses and individuals to provide support to ensure another successful annual event.

**\$50,000**

## Shining Star Sponsor

Benefits include 2 VIP tables for twenty people at the Benefit Dinner; 2 full-pages of program advertisement; special award presentation; acknowledgement in Miami Herald; and, a poster-size display of name recognition at the event.

**\$25,000**

## Diamond Sponsor

Benefits include a VIP table for ten at the Benefit Dinner; full-page program advertisement; special award presentation; acknowledgement in Miami Herald; and, a poster-size display of name recognition at the event.

**\$15,000**

## Platinum Sponsor

Benefits include a VIP table for ten at the Benefit Dinner; full-page program advertisement; special award presentation; acknowledgement in Miami Herald; and, a poster-size display of name recognition at the event.

**\$10,000**

## Gold Sponsor

Benefits include a VIP table for ten at the Benefit Dinner; full-page program advertisement; special award presentation; and, acknowledgement in Miami Herald.

**\$7,500**

## Silver Sponsor

Benefits include a VIP table for ten at the Benefit Dinner; full-page program advertisement; and special award presentation.

**\$5,000**

## Bronze Sponsor

Benefits include a VIP table for ten at the Benefit Dinner and a full-page program advertisement.

**\$2,500**

## Patron

Benefits include a table for ten and a half-page program advertisement.

**\$1,200**

## Table Supporter

Benefits include table for ten with name recognition in event program.



# UNDERWRITING & ADVERTISING

Together we can transform lives and provide opportunities for underprivileged children and families in our community. Your collaboration in the form of underwriting the costs of the event or by purchasing advertising space in the event book will help raise critical resources that support our work of empowering more children and families to move from poverty to prosperity.

**\$20,000**

## Venue Underwriter

Company logo displayed prominently at the event;  
full page advertisement on the program inside front cover

**\$15,000**

## Design, Printing, Mailing & Decorations Underwriter

Acknowledgement in the program book and table  
centerpiece; full page advertisement on the  
program inside back cover

**\$10,000**

## Audio-Visual & Music Underwriter

Start the dance with own music selection  
(dance and music will be announced);  
full page advertisement  
facing the program inside back cover

**\$7,500**

## Auctioneer & Auction Materials Underwriter

Company logo and message on 400+ bid paddles;  
full inside page advertisement

**\$5,000**

## Video Production Underwriter

Running company ad on the video screen prior to the  
start of the program; full inside page advertisement

**\$500**

## Full-page Inside Advertisement

**\$350**

## Half-page Inside Advertisement

**\$200**

## Quarter-page Inside Advertisement

**All advertisements will be placed in the 2012 Benefit Dinner & Auction program  
on a first-come-first-served basis.**



# BENEFIT DINNER DETAILS

**Advisory Committee**  
Trish & Dan Bell  
Sister Jeanne O'Laughlin

**Co-Chairs**  
Mary Susan Ward & Jonah Pruitt III

**What**  
Ninth Annual Black Tie & Blue Jeans Benefit Dinner & Auction  
Presented by South Florida Urban Ministries

**Silent & Live Auctions**  
Hotels, Spas, Travel Packages, Restaurants, Art, Sports Memorabilia and more!

**When**  
Friday, April 13, 2012  
6:00pm to 10:30pm

**Where**  
Doral Golf Resort & Spa  
4400 NW 87th Avenue  
Miami, Florida

**On-site valet and optional self-parking!**

**Information**  
(305) 442-8306  
info@sflum.org

