Links:

The Detroit Lions Presentation slides: <https://www.canva.com/design/DAFQQ_hLRgg/Z3fOpR3BwkagALlIXo8UBg/edit?utm_content=DAFQQ_hLRgg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

Bill and Melinda Gates Foundation Presentation Slides: <https://www.canva.com/design/DAEIzAoWGS0/7vsA2E1W9saRAM_RackXpQ/edit?utm_content=DAEIzAoWGS0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

Bill and Melinda Gates Foundation Video Presentation:

<https://youtu.be/cPZHm525E1g>

Slides for Detroit Lions

**Slide 1: Cover / Introduction Slide**

**Slide 2: Photo of Jessica West and her family**

This slide tells the story of how Jessica West was able to transfer her family from the streets to a stable home through the help of the Empowerment Plan. After graduating from the program, she was able to enroll in college and work part-time. Now, she and her children can have a better shot a life and it all began with a coat that helped them get through the harsh winters of Detroit.

The statistics are the latest cost of living numbers for the state of Michigan. These numbers are impossible to attain for people who live on the streets. By providing employment to parents, The Empowerment Plan aims to help break the cycle of homelessness and poverty for these families. Our goal is to get people like Jessica off the streets, train them with skills so that they can get stable jobs that will support childcare, education, and training for their children. These children do not need to live their entire lives in poverty. And we start to break that cycle now so that they can be who they want to be – they could become engineers, doctors, musicians, or be the next best quarterback of the Detroit Lions.

**Slide 3: Proposition Page**

Tagline of the Empowerment Plan with the logo of both organizations to signify the deepening of their partnership to help fight homelessness. This partnership will create more awareness of both companies' values and social impact which in the end will be mutually beneficial. TEP believes that with the additional help from the Detroit Lions, more people will not only be protected from harsh winter days but will also help TEP support the training programs and upskilling of its beneficiaries.

**SIide 4: Co-branding Benefits**

This slide shows the impact that co-branding will have on their profitability and customer engagement. This slide aims to present the long-term benefits of this partnership in order to convince them to increase the size of their sponsorship.

**Slide 5: Some Stats**

It has been proven that creating a positive impact on society also helps brands increase their profits and it also influences consumer decisions. According to 78% of Americans, businesses must have a good impact on society in addition to making money. 64% of customers base their decisions on a brand's stance on social concerns, such as whether to switch, shun, or boycott it. 2018 Earned Brand Study by Edelman

**Slide: Ending**

* “As a homeless woman the sleeping bag coat is one of the best gifts you can possibly receive. It has carried me through the storm and the best part of it doesn’t get wet and it’s really toasty and warm”
* This slide is a call to action.
* This slide's objective is to elicit emotion from the audience by demonstrating how the project has been positively affecting people’s lives.

Slides for Bill and Melinda Gates Foundation

**Slide 1: Cover page**

**Slide 2: Homeless Data in the US**

Our introduction should be able to set the tone for our discussion and the purpose of our presentation. We begin with data on the homelessness in the United States and how many people it affects per age group.

**Slide 3: Homeless Data in Detroit**

Detroit is our home community, and this is where most of our jackets are distributed. This city has a lot to work on homelessness. This slide highlights the issues in one major city in America and how much work needs to be done in one city alone.

**Slide 4: TEP Tagline**

This slide describes the problem which we are fighting for. The tagline “Ending the cycle of homelessness through employment” perfectly describes the company’s vision to end homelessness one person at a time. The jacket is a physical representation of our advocacy, but more than that, we aim to provide them with something more permanent, which is the skills they need in order to get jobs.

**Slide 5: About TEP**

The purpose of the slide is to show a photo of our founder and provide a brief description of why she was inspired to set up TEP and what we do at TEP.

S**lide 6: Quote**

The photo of the homeless man and the quote is there to provide an image of the people we are helping and what we need to do so we can help them more effectively rather than just providing a jacket.

**Slide 7: Our Success**

This slide showcases what we have accomplished in one year. This is to show that the company has been efficiently using our resources to provide for our community. However, the fight is still ongoing and that is why we are requesting the additional funds needed to put our goals into fruition.

**Slide 10: Financing**

This slide's purpose is to present how the empowerment plan will allocate the financing that the Gate foundation will provide us. It shows each steps.

**Slide 11: Expand**

This slide shows to the audience which are the next cities we are planning move with the financing.

**Slide 12: Final Slide**

Express our desire to work with the Gate foundation.

Resources:

Duke, M. (n.d.). *How your company can benefit from a co-branding*. Latana. Retrieved November 4, 2022, from <https://latana.com/post/co-branding/>

Hill, G. (n.d.). *6 tips for nonprofit and small business co-marketing partnerships*. Contentuity360. Retrieved November 4, 2022, from <https://www.contentuity360.com/blog/6-tips-for-nonprofit-and-small-business-co-marketing-partnerships>

Guardian News and Media. (n.d.). *Meet the founder creating warm coats – and big opportunities – for Detroit's homeless*. The Guardian. Retrieved November 4, 2022, from <https://www.theguardian.com/personal-investments/ng-interactive/2019/apr/02/empowerment-plan-detroit-coats-jobs-for-homeless>

*The Michigan Minimum Wage effective January 1, 2021, is $9.65.* Michigan. (n.d.). Retrieved November 4, 2022, from <https://www.michigan.gov/leo/bureaus-agencies/ber/wage-and-hour/links/the-michigan-minimum-wage-rate#:~:text=The%20Michigan%20Minimum%20Wage%20Rate,337%20of%202018%2C%20as%20amended>.

Schapiro, N. (2021, November 17). *5 reasons partnering with a nonprofit will help market your company*. Three Girls Media. Retrieved November 4, 2022, from <https://www.threegirlsmedia.com/2021/11/17/5-reasons-partnering-with-a-nonprofit-will-help-market-your-company/>

*The Empowerment Plan Annual Report April 2021- March 2022*. (n.d.). Retrieved from <https://static1.squarespace.com/static/5ba53672d7819e506d4a51fa/t/62a34cfae9b6872fd3e13642/1654869265217/FY21-22+Annual+Report.pdf>