



# Continuing our Partnership for a Better Detroit

EMPOWERMENT PLAN



**Maxine Berends**

Director of  
Development &  
Community Relations



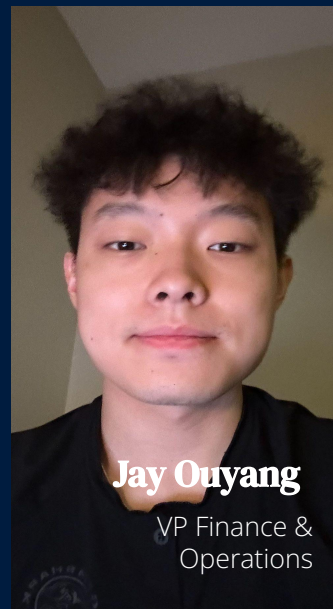
**Hailee Marter**

Lead Case  
Manager



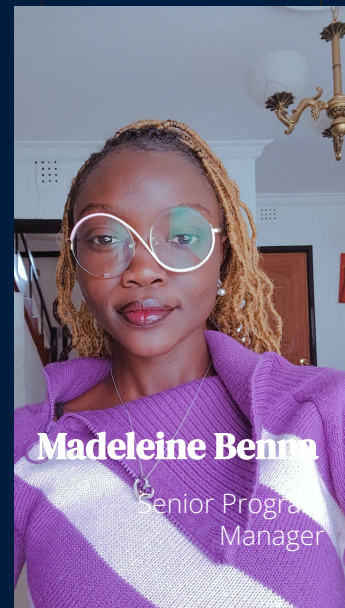
**Ali Master**

Director  
of HR



**Jay Ouyang**

VP Finance &  
Operations



**Madeleine Benn**

Senior Program  
Manager

## Our Team



# MISSION STATEMENT

To employ and empower  
unhoused individuals to break the  
generational cycle of homelessness  
by producing a sleeping bag coat for  
those in need



# OUR RELATIONSHIP



# Your Impact



## IN 2023

Our organizations were able to collaborate and bring TEP coats to dozens of those in need in the Detroit Metropolitan Area.





# Why Should You Invest More In The Empowerment Plan?





# 01

## Reducing Poverty





# 02 Education and Skills Development








03

# Gender Equality





04

# Health Systems Strengthening



05

# Immediate Survival and Long-Term Stability





# What Is In It For You?




The background features a large, faded Lions Foundation logo. It is a circular emblem with two lions facing each other, a central 'L', and the words 'LIONS' and 'INTERNATIONAL' around the perimeter. The entire image has a dark blue background with diagonal light blue stripes on the left and right sides.

01

# LIONS FOUNDATION







02



# DETROIT LIONS WOMEN'S ASSOCIATION





03

# INCREASES COMMUNITY ENGAGEMENT





04

# SUPPORTS LOCAL SMALL BUSINESS





# OUR ASK

## **Increase The Size of Your Sponsorship Program**

Expand the current visibility of our partnership and increase program size

## **Renew our Partnership**

Extend our contractual relationship to a multi-year commitment



# What Will We Do With Your Contribution?





# What Will We Do With Your Contribution?

- Coat Production
- Distribution
- Marketing and Awareness
- Fundraising Events
- Administrative Costs
- Emergency Fund
- Impact Measurement



## Marketing, Awareness and Fundraising Events

Promotional materials, social media ads, event costs, and donor appreciation.



## Coats Production and Distribution

Materials for sleeping bag coat production. Manufacturing Costs. Transportation and storage cost



## Administrative Costs and Emergency Fund

Operational Expenses and set aside 5-10% of your budget as contingency savings.



## Impact Measurement

Impact measurement evaluation tools



# Budget Allocation

Category	Estimated Percentage
Coat Production	50%
Distribution	15%
Marketing	10%
Fundraising	10%
Administrative Costs	10%
Emergency Fund	5%



# Thank You!