

**7th
Annual**

Heels



Her Shoes. Her Story.

Sponsorship Packet

Year Founded 1896

Mission

Florence Crittenton gives every girl whose life we touch safety, hope and opportunity.

Vision

Florence Crittenton is the national leader in changing the future for girls. We do this by...

- Achieving excellence in all we do
- Growing to serve all girls in need
- Being the foremost expert in gender-specific services

Core Values

- We treat every girl as if she were our own daughter
- We keep our promises to our girls, each other and the community
- We do whatever it takes to fulfill our mission and vision



Florence Crittenton
Where Hope Comes to Life



Florence Crittenton's has served Arizona for 118 years. We provide innovative services to help girls ages 10—21 overcome the devastating effects of abuse, neglect, teen pregnancy or mental and behavioral health problems.

Intervention

Therapeutic Group Home: Four 10-bed cottages provide a safe haven, food and clothing for 200 girls ages 10—18 annually and includes:

- Counseling services
- On-site medical services
- Education
- Basic needs

Girls Ranch: A group home for parenting and non-parenting girls ages 12-18 who need:

- Parenting skills
- Independent living skills
- Home management skills

Permanency

Transitional Living: Safe, affordable housing for girls who are aging out of Arizona's foster care system or who are homeless and includes:

- Money management training
- Job training and counseling
- Educational planning

Unlimited Possibilities for Learning Independence for Today (UPLIFT): A housing program that embraces the Substance Abuse and Mental Health Services Administration (SAMHSA) evidence-based Permanent Supportive Housing Practices Model as the core approach to delivering housing with culturally responsive and supportive services.

Community-Based Services: Individualized, home-based skills development, training and education that help youth and adults achieve self-sufficiency via Life Skills programs that teach:

- Goal setting and decision making
- Money management
- Educational planning
- Job seeking and maintenance

Prevention

Mentoring

- Girls For A Change – works with volunteers and teens to teach skills that empower girls to create and lead social change in their own communities
- WINGS – a volunteer mentor program that matches at-risk girls annually with responsible, caring adult women from our community

Education

Girls Leadership Academy of Arizona – a public, all girls charter high school that gives young women a new alternative for quality education with early college access



HEELS FOR HEALING

is a special one day shopping event at Flo's on 7th featuring designer heels and handbags at incredibly low prices!

This one-of-a-kind shopping experience begins at 8 a.m. with the Diva Dash, a fun and fabulous high heel relay race. All proceeds benefit the girls and young women served by Florence Crittenton.

October 3, 2015

**Flo's on 7th
4116 N. 7th Ave.
Phoenix, AZ 85013**

**8 a.m. — Diva Dash
9 a.m. — VIP Shopping Hour
10 a.m. — Shopping Open to
the Public**



"Florence Crittenton has become a second home for me and a new home means a new environment." — Hannah

"I can go back to school and do anything I set my mind to." — Emily



Become a Clutch Supporter and Host a Donation Drive!

- WHO:** You and your business, church or school
- WHAT:** Donations of new and like-new designer, formal, casual and vintage heels and handbags
- WHERE:** Your business, church or school
- WHEN:** Now through September 14, 2015
- WHY:** Donations collected will be sold at our annual *Heels for Healing* event on October 3 at Flo's on 7th. The one-day shopping event will feature incredible merchandise at unbelievable prices! All proceeds will support Florence Crittenton's programs providing vital services to empower girls and young women in our community.



Clutch Supporters receive the following recognition opportunities:

- Listing on event signage
- Recognition in Monthly E-Newsletter (audience: 8,000)
- (2) Complimentary Diva Dash Entries
- (2) Passes to the VIP Shopping Hour for a first look at the Heels for Healing merchandise

Conduct a Heels for Healing Donation Drive—it's as easy as 1, 2, 3!

1. Call Amanda Lasita at 602.288.4555 or email alasita@flocrit.org to request donation boxes for your place of business, church or school
2. Florence Crittenton staff will deliver donation boxes
3. Florence Crittenton staff will pick up the donation before September 14, 2015

SPONSORSHIP OPPORTUNITIES



Stiletto Sponsor

\$1,500

- All advertising and promotional opportunities with company name listed as Presenting Sponsor of Event
- (2) Diva Dash Team entries, up to eight individuals (\$200 value)
- (8) Passes to the Heels for Healing VIP Shopping Hour (\$200 value)
- Table space at Diva Dash for branding for spectators and attendees
- (2) PA announcements during Diva Dash
- Sponsor can provide promotional items in competitor's packets
- Social media exposure on Facebook and Twitter with logo and hyperlink
- Recognition in Crittenton Cornerstone, monthly e-newsletter (audience: 6,000)
- Recognition in *Transitions* newsletter, bi-annually print newsletter (audience: 8,000)
- Logo on event posters, literature and website



Kitten Heel Sponsor

\$1,000

- All advertising and promotional opportunities with company name listed as Additional Sponsor of Event
- (1) Diva Dash Team entry, up to four individuals (\$100 value)
- (4) Passes to the Heels for Healing VIP Shopping Hour (\$100 value)
- (1) PA announcements during Diva Dash
- Sponsor can provide promotional items in competitor's packets
- Social media exposure on Facebook and Twitter with logo and hyperlink
- Recognition in Crittenton Cornerstone, monthly e-newsletter (audience: 6,000)
- Recognition in *Transitions* newsletter, bi-annually print newsletter (audience: 8,000)
- Logo on event posters, literature and website



Peep-Toe Sponsor

\$500

- (1) Diva Dash Team entry, up to four individuals (\$100 value)
- (4) Passes to the Heels for Healing VIP Shopping Hour (\$100 value)
- Recognition in Crittenton Cornerstone, monthly e-newsletter (audience: 6,000)
- Logo on event posters, literature and website

Raffle Donations

If you would like to feature your company or product in our raffle, please let us know. We are looking for unique and creative raffle items with a value more than \$100, including: jewelry, spa and restaurant gift certificates, , sports and entertainment tickets. If your business is interested in donating, please contact Amanda Lasita at (602) 288-4555 or alasita@flocrit.org.

Corporate Volunteer Opportunity

Florence Crittenton utilizes more than 50 volunteers throughout the day to assist with set-up, registration, raffle-ticket sales, runners and much more. To volunteer or for more information, please contact Ellen Hahn at 602.288.4583 or ehahn@flocrit.org.



7th Annual Heels for Healing

SPONSORSHIP REGISTRATION

**YES — Count me in as a supporter for *Heels for Healing* on
Saturday, October 3, 2015 at Flo's on 7th!**

Sponsorship Level

- ☐ \$1,500 — Stiletto Sponsor
- ☐ \$1,000 — Kitten Heel Sponsor
- ☐ \$500 — Peep-Toe Sponsor

In-Kind Support

- ☐ Clutch Supporter — Contact me to host a donation drive!
- ☐ Raffle Donation — Contact me for raffle item(s)

Company Information

Company: _____

Name: _____

Phone: _____

Email: _____

Address: _____

Name as it is to appear on all event collateral: _____

Payment Information

Payment Amount: _____

Please circle one of the following:

Bill Me

Check

Credit Card

Card Number: _____ Exp. Date: _____ CID: _____

Check Number: _____

Please make checks payable to Florence Crittenton.

Please mail, fax or email the completed form to one of the following:

Florence Crittenton
Attn: Amanda Lasita
715 W. Mariposa St.
Phoenix, AZ 85013

Fax — 602.274.7549 Email — alasita@flocrit.org

If you have any questions, please contact Amanda Lasita at 602.288.4555.

Thank you for your generous support!

frontdoors

Event Listing
Email Blast — Diva Dash and Event Magazine — September Issue
Web presence:
Editorial
Video Listing on website

KDKB

On-air support:
Two segments in Valley Focus:
community affairs show

AZTV—Morning Scramble

On-air support:
Live Interview

ABC15—Sonoran Living

On-air support:
Interview/Donation drive segment
Live Interview: Midday News Broadcast

12News

On-Air Support
Live Interview: Morning Show (x2)
Live Interview: Arizona Midday

3TV

On-Air Support
Live Interview

Arcadia News

Phone Interview

Independent—

PV, Scottsdale and Biltmore

Ad placed in August 7

Biltmore Lifestyles

Editorial in September issue

Paradise Valley Independent

Article in August 7 issue

AZ Foothills Magazine

Calendar Listing
Editorial—Post Event Photo Recap

Additional Calendar Listings

AZ Redbook
North Central News
AZ LifeStyle Magazine
Biltmore Lifestyle



Flo's on 7th
A CRITTENTON STORE

Florence Crittenton

*6th Annual
Heels for Healing*

*Seeking New or Gently Used Designer
Shoes and Handbags...*

Help Florence Crittenton continue its mission of providing safety, hope and opportunity to young girls and women in our community by donating your new or gently used designer shoes and handbags. All donations collected will be sold at our 6th Annual Heels for Healing event on September 27 at Flo's on 7th.

ACCEPTING DONATIONS UNTIL SEPTEMBER 8 AT ANY OF THE FOLLOWING LOCATIONS:

Media Buying Services | 4545 E. Shea Blvd. Suite 162 | Phoenix
Flo's on 7th | 4116 N. 7th Ave. | Phoenix
Florence Crittenton | 715 W. Mariposa St. | Phoenix
Any Valley Sleep America

All donations are tax-deductible

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Flo's on 7th | 4116 N. 7th Ave. | Phoenix | 602.254.7861 | floson7th.org

TOWN OF PARADISE VALLEY INDEPENDENT August 6, 2014

Living in Paradise

Flo's on 7th to host sixth annual 'Heels for Healing' fundraiser

Florence Crittenton's special resale store, Flo's on 7th, is looking for its sixth annual Heels for Healing donation drive for new and like-new designer shoes and handbags.

The special one-day only shopping event, chaired by co-founder and president of Sleep America's Charles Dettler, will be held 10 a.m. to 6 p.m. Saturday, Sept. 27, and feature a large selection of designer, vintage, casual and dressy shoes and handbags at incredibly low prices, as well as a raffle drawing.

All proceeds from the event will directly support Florence Crittenton's life-changing programs for young women and their families in our community.

From now until Sept. 8, Flo's on 7th, located at 4116 N. 7th Ave. in Phoenix, is accepting donations of new and like-new designer, vintage, casual and dressy shoes and handbags.

Donations can be dropped off at the resale store or at any Valley Sleep America location. Businesses, schools and churches are also invited to conduct Heels for Healing donation drives. All donated items are tax-deductible.

CEO of Florence Crittenton, Dr. Julie Warren, said: "The popularity of this event extends beyond Florence Crittenton's borders and Flo's on 7th patrons. The in-store merchandise at unbelievable prices draws strong community support each year and as a result, strong support for the girls and young women that we serve."

Proceeding the 10 a.m. store opening will be the second annual Diva Dash Games, a series of high-heeled relay games that bring together members of the community for friendly competition in support of the agency, sponsored by Pique Specialties.

For more information on Heels for Healing, including how to register for the Diva Dash and how to conduct a donation drive, visit www.floson7th.com.

For more information on Florence Crittenton, visit www.floccrit.com.

Florence Crittenton's mission is to give every girl where life touches safety, hope and opportunity. It is an important today as it was in 1989.

The agency offers an unprecedented array of gender-specific services (girls ages 10 to 21), not found elsewhere in Arizona.

Debbie Gaby, president of Sleep America's Charles Dettler and a Town of Paradise Valley resident, is chair of this year's 'Heels for Healing' fundraiser to benefit Florence Crittenton.

