

"NOTHING LIKE WE THOUGHT IT'D BE"

Virtual Fundraising Event Benefiting We All Rise: African American Resource Center - Sponsorship Guide

OUR VIRTUAL FUNDRAISER

As a new nonprofit organization in Green Bay WI, we are so excited to invite the community to support our first annual fundraiser. We are devastated that our vision of a banquet hall full of our community coming together to celebrate, uplift, and support black folks in our area is not going to happen in 2020. Although we are going to have to postpone gathering in person we cannot wait to share with you about our first year of serving the most marginalized population in Wisconsin. There have been highs, there have been lows, but most important there has been healing.

Our virtual fundraiser, "Nothing Like We Thought It'd Be" on Friday, November 6th 2020, will be a brief program to share about our organization, our first year of work, and major accomplishments.



This program will launch a 48 hour fundraising initiative from November 6th at 7pm to November 8th at 7pm, where sponsors will match, dollar for dollar, every donation brought in during that 48 hour window. We need your sponsorship to make this happen. Sponsors should fill out the attached form and return to Rachel Westenberg at rachel@weallriseaarc.org.



COVID-19 IMPACT

Our first year was nothing like we thought it would be. Throughout the entire pandemic, with additional precautions, we continue to operate with normal business hours to ensure our clients have the support they need. We were able to provide emergency shelter for nearly 115 individuals and families, 75 individuals and families assisted with eviction prevention and secured longterm housing for more than 150 clients.

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COVID-19 IMPACT

At the beginning of March, we began a systemic shutdown to lessen the impact of the virus known as COVID-19. The staff at We All Rise came together to have some very serious discussions believing that black folks (our focus population) would be disproportionately affected by the virus due to reasons such as: inadequate housing (more likely to be living with multiple generations, or apartment living), lack of private transportation (more likely to use public transportation, and less likely to receive equitable car loans), inequities in health care (racism, historical erasure, discrimination, poverty, etc...), and underlying health conditions (hypertension, diabetes, heart disease). The reality for our agency was that our clients had already told us that the reason why they had not sought the crisis and emergency services they needed to holistically heal previously was for reasons such as: racism, discrimination, conflicting cultural beliefs, and representation. As a staff, we recognized that we had a duty even more so by being a new safe haven for our clients to trust in the CDC's recommendations but also to self-determine that we are an essential agency.



QUICK FACTS

Our youth work, Black Youth Alliance - WI, was started in 2017. We secured our nonprofit status in 2018 and opened our brick and mortar resource center in October of 2019.

OVER 700 CLIENTS

Even though we are not yet fully through our full first year, we have been blessed with over 600 clients (both families and individuals) in addition to our 150 youth in programming.



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CRISIS AND CLINICAL MENTAL HEALTH

A big part of our work is to de-stigmatize mental health within in the African American community. We do this through offering free mental health services for individuals (children, teens, and adults), couples, and families as well as a host of groups ranging from trauma, AODA (alcohol and other drug abuse), support groups, and so much more. In addition to our business hour services, we also have a 24 hour crisis line that is staffed around the clock. We receive calls and text for emotional support and crisis intervention.

BLACK YOUTH ALLIANCE - WI

Where "healthy relationships" grow & the young people are unapologetically free.



Black Youth Alliance - WI started back in 2017, when our Executive Director, Robin Tinnon, learned that less than 1% of our youth were enrolled in after school programming. She then began working to establish safe and unapologetic space where our black youth could learn their history, increase their self advocacy, and become more positive participants in healthy relationships. Our current curriculum consists of 28 weeks of after school programming for over 150 middle and high school aged youth. Since 2017, when Black Youth Alliance - WI was started we have seen tremendous success. Throughout this 28 week program we have found that 75% of all participants complete the full program. When you factor in transiency into these rates, (i.e., families moving around the city, into different cities, being homeless etc), 90% of our youth fully complete the program.

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OUR VISION

The vision of We All Rise is to create and help restore a vibrant African American community. Through uplifting, skill building, and intentionally targeting root causes of systemic oppression, we actively promote the healing of all.

OUR MISSION

We All Rise will promote this vision that calls for the collective liberation of African Americans navigating at the margins of society. This holistic approach inspires a village mentality that includes the following supports:



- *Victim Health Services*
- *Mental Health Service*
- *Skill building and Mentorship*
- *Housing*
- *Education Services*
- *Employment*
- *Transportation*
- *Family Support and Community Connectedness*
- *Emotional Health*
- *Legal Assistance*

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CASE MANAGEMENT

Support and healing happens in a variety of ways and looks different for everyone. Our case managers are committed to walking with our clients on their healing journey. This doesn't just stop at securing housing, finding a job, or budgeting plans.

We have been able to effectively provide individualized supports that assist in healing such as:

- *Intergenerational listening tables*
- *Family case management*
- *Crisis intervention*
- *Medical referrals (i.e., mental health, emergency services)*
- *Natural disaster displacement and reintegration,*
- *Child-care*
- *Career planning*
- *Housing referrals, services and case management,*
- *Incarceration assistance & re-entry supports*
- *Court accompaniment*
- *Legal Advocacy*
- *Transportation*
- *College readiness*
- *Community resource supports*
- *Education*
- *Support Groups*
- *Mental Health Services*
- *Budgeting*
- *Youth Programming, Events, and Mentorship*
- *Many other emerging crisis services.*

WE NEED YOUR SPONSORSHIP

Thank you for your interest in uplifting, supporting, and celebrating black lives. Your investment in our organization means more than we can ever express. We need your sponsorship to encourage our community that their donation during a 48 hour window will be matched dollar for dollar. If you have any questions, please do not hesitate to reach out to Rachel Westenberg at rachel@weallriseaarc.org or 920-785-9115.

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SPONSORSHIP FORM

Sponsorship Name: _____

Contact Person Name: _____ **Email:** _____

Address: _____

Phone Number: _____

Please email your logo to rachel@weallriseaarc.org to ensure an announcement of your sponsorship on social media, our website, and the virtual program. If your business has been impacted by COVID-19 please contact Rachel to discuss other possible sponsorship opportunities.

Please indicate below your level of sponsorship. We are asking that all Sponsorship Forms are in to Rachel by the end of the business day on Friday, October 23rd 2020.

- ☐ **Supporting Sponsor:** I will match up to \$1,000 of donations during the 48 hour fundraiser.
- ☐ **Uplifting Sponsor:** I will match up to \$2,500 of donations during the 48 hour fundraiser.
- ☐ **Celebrating Sponsor:** I will match up to \$5,000 of donations during the 48 hour fundraiser.
- ☐ **Full Match Sponsor:** I will match, dollar for dollar, every donation that comes in during the 48 hour fundraiser.

Please make checks payable to **We All Rise: African American Resource Center** and return the completed form by email (rachel@weallriseaarc.org) or mail to:

We All Rise: African American Resource Center

Attn: Rachel Westenberg
430 S Webster Ave, Unit B
Green Bay, WI 54301