



1925 **YEARS** 2025

A Century of Helping Our Neighbors In Need





Year-Long Centennial Celebration

April 2025 - April 2026

In 1925, the needs of neighbors struggling to make ends meet galvanized a small group of Madison Catholic parishioners and the Society of St. Vincent de Paul – Madison was born. A century later, SVdP Madison volunteers, supporters, and employees' compassion, dedication and fortitude continue to provide help and hope to countless neighbors in need.

Shared Values

SVdP Madison, individuals, businesses, and foundations share common values in the human dignity of every person, alleviating suffering, and service in hope of a brighter tomorrow. These shared values are the roots that have borne fruit of food, medicine, clothing, furniture, home goods, case management care, and microloans for struggling people.

Sponsorship Benefits

Join SVdP Madison as a Centennial sponsor to honor a century of service and take a leadership role in launching a second century of service to our neighbors in need.

- **Strengthen Your Business Profile:** Many consumers patronize businesses that invest in their community and support causes important to them. You will create an emotional connection, or “halo effect,” improving your company’s reputation.
- **Nurture Your Philanthropic Business Culture:** Most employees want to participate in things that matter to them. When employers create a culture of nonprofit collaboration and volunteerism, data shows that it boosts employee morale, creates a positive workplace culture, strengthens bonds between employees, improves brand perception, and develops leadership skills among employees.
- **Broaden Your Audience:** With multiple stakeholders including supporters, shoppers, volunteers, and employees, your sponsorship provides exposure to community-focused and passionate helpers. Many SVdP Madison supporters are community leaders and respected professionals engaged in multiple circles of influence.
- **Expand Your Media Exposure:** Attract and attach your business to media attention and exposure associated with the Centennial. SVdP Madison holds a strong reputation with local media as an effective and efficient charitable organization continually adapting to meet the needs of neighbors in need.
- **Deepen Your Community Expertise:** Your business can benefit from SVdP Madison’s expertise, relationships, and insights. Help your team better understand specific community needs in order to focus your resources in ways that align with your values. This offers an improved ROI impact to both your business and the community.

SVdP Madison’s Centennial is a powerful way to amplify your company’s impact and care for the community.

Maximize your opportunity by sponsoring all three Centennial events or target your support through unique project sponsorships. There’s a sponsorship opportunity for every company and every budget.

- **April 23, 2025,** Centennial Mass + Launch Luncheon (600 attendees)
- **September 17, 2025,** Your Hope in Action Gala (500 attendees)
- **April 22, 2026,** Building the Next Century Celebration (600 attendees)

Contact Eric Fleming, Director of Development today at (608) 442-7200 x34 or efleming@svdpmadison.org.

Deadline to include your logo for pre-event communication: **January 13th, 2025**





Sponsorship Opportunities

April 2025 - April 2026

	Presenting \$40K	Platinum \$20K	Gold \$15K	Silver \$10K	Bronze \$5K
Premium seating for ten people at all three events	●	●	●	●	●
Logo and link to your website on the SVdP Madison centennial webpage	●	●	●	●	●
Post-event sponsorship recognition	●	●	●	●	●
Logo on 'thank you' space in a minimum of three social media posts	●	●	●	●	●
Logo on 'thank you' space in three mailed SVdP Madison newsletters*	●	●	●	●	●
Logo in 'thank you' presentation slides during all three events	●	●	●	●	
Logo in printed programs for all three events	●	●	●	●	
Logo on invitations for all three events	●	●	●		
Recognition of your centennial sponsorship and partnership with SVdP Madison in a 500-word blog post for SVdP Madison website	●	●			
Recognition in the <i>Catholic Herald</i> newspaper 'thank you' advertisement	●	●			
Logo on table tents at each table	●	●			
Logo inclusion on all donor gift thank you letters	●				
Specific verbal 'thank you' as a centennial sponsor and round of applause at each event	●				
Logo on 'Save the Date' communications for all three events	●				
Company leader message of support in a (:10 to :15) recorded video shown at each event	●				

One Sponsorship
(any level)
=
Recognition at
Three Signature
Events





Exclusive Project Sponsorships

April 2025 - April 2026

Limit of one sponsor per item

Historical Exhibit

The SVdP Madison Centennial Historical Exhibit will honor the unique and compelling ways dedicated people have lived out care for our neighbors in need during the past century.

Organized in four triptychs, exhibit sections will travel to area parishes and St. Vinny's Thrift Stores throughout the Centennial year. Historical images, newsclips, documents, and interview quotes will tell the story of help and hope. A placard gratefully acknowledging the sponsor will be placed on the exhibit.

\$15,000

Historical Exhibit Catalog

The catalog will be an extension of the powerful visuals representing how a century of caring people have lived out a call for our neighbors in need across the decades. A minimum of 750 exhibition catalogs will be made available as gifts to Centennial event guests. The sponsor will be recognized on the front inside cover and outside back cover of the catalog.

\$18,000

Together We Are SVdP Madison Video

The *Together We Are SVdP Madison* video is a 2-minute overview of the people, places and events shaping SVdP Madison's mission to care for our neighbors in need. The video will premiere in September 2024 before being posted to <https://svdpmadison.org/>, SVdP Madison's YouTube channel, and shared through social media channels. The sponsor will receive prominent recognition in the final video credits.

\$15,000

St. Vinny's Thrift Store Style-Show Fundraiser

Sponsor a special style-show celebrating 100 years of "The Thrill of the Find" at St. Vinny's Thrift Stores. First begun as a "Salvage Bureau" to accept and redistribute clothing, home goods and furniture, thrift stores are the engine fueling mission works for our neighbors in need. The show will give St. Vinny's Thrift Stores 28,000 VIP shoppers an opportunity to share their favorite one-of-kind style, or upcycled piece of furniture to benefit. The sponsor will receive prominent recognition on all communication associated with the show and signage onsite.

\$10,000



The 2nd Century Campaign

Preventing Family Homelessness

Challenge: Families Threatened by Homelessness

Everyday, thousands of Dane County neighbors struggle to afford basic essentials. They live on a cliff edge where one missed paycheck or hefty medical bill could destroy their budget and force them to choose between paying their rent or buying groceries.

But, families can't afford **not** to pay their rent. If they do, they put themselves at risk of being evicted and becoming homeless.

The human cost of homelessness is devastating. Both adults and children experience physical and emotional trauma leading to heightened levels of stress, hunger, sleeplessness, poor hygiene and delayed early development. The public cost is equally devastating with elevated likelihood of contact with child protective services, reduced school attendance, and increased risks of behavioral, academic, or psychiatric disorders. Homelessness is a tragic loss of dignity and wellbeing for generations of families.



Solution: More Food

How can homelessness be prevented? By providing struggling families with food, the only consistently available community resource. When people use food pantries, the money they would have spent on groceries goes to other bills, like rent. Since there are no rent pantries, no gas card pantries, and no utility pantries, neighbors in need get help that is available.

Thanks to many generous donors, revenue from St. Vinny's Thrift Stores, and Second Harvest Foodbank of Southern Wisconsin neighbors in need can rely on the St. Vincent de Paul Food Pantry for food. The pantry is currently providing food to twice as many families as it was in 2019. The number of households facing food insecurity has risen dramatically over the past five years due to increased housing prices and inflation. About 3,100 households receive food from the pantry each month.

Current Need: Expand Capacity to Meet Increased Need

To effectively and efficiently serve the growing number of families struggling to make ends meet, a greater level of community support is necessary to provide food to every family asking for help.

"We continue to respond to escalating pantry need with a variety of food options so people and families don't have to choose between paying rent and buying groceries," - Chris Kane, St. Vincent de Paul – Madison Senior Director of Client Services

\$1.2 million is needed for SVdP Madison's 2nd Century Campaign. These one-time resources will expand SVdP Madison's capacity to create and strengthen relationships, enhance systems, and improve processes to maximize dollars and labor to feed more families.



The 2nd Century Campaign

Preventing Family Homelessness

In 2019, Second Harvest Foodbank of Southern Wisconsin supplied 80% of the food distributed by SVdP Madison at a nominal cost per pound. In 2024, with increased community demand, inflated food prices and reduced pandemic-era aid, Second Harvest Foodbank only supplied 57% of the food distributed. SVdP Madison purchased more food than ever before through wholesale vendors. In 2025, it's likely the pantry will purchase even more food from wholesale vendors rather than receive it from Second Harvest Foodbank as millions of federal COVID-19 dollars will end. Over the past six years, SVdP Madison's food budget has increased from \$184,306 to \$640,000.

Project Scope

It's anticipated that more Dane County neighbors will need food in years to come. For nearly 100 years, SVdP Madison has adapted to meet the needs of fragile families and will continue to persevere with them through challenging times. You can prevent family homelessness.

Agency Expertise: History of Family Support

In 1925, the needs of neighbors struggling to make ends meet galvanized a small group of Madison Catholic parishioners and the Society of St. Vincent de Paul — Madison was born. A century later, SVdP Madison volunteers, supporters, and employees' compassion and dedication continue to provide help and hope to Dane County neighbors in need through services including a food pantry, charitable pharmacy, full-wrap around case management, microloans, secured storage space for the homeless, sustainable food pantry garden, clothing, furniture and household goods, and customized care support.

