

An aerial photograph of the Hartford, Connecticut city skyline. The image shows a dense urban area with numerous skyscrapers and commercial buildings. The Connecticut State Capitol building is prominent in the lower-left quadrant. The city extends into the background, with a hazy horizon line. The text "THE HARTFORD PROJECT" is overlaid in large, bold, black capital letters. Below it, the year "2021" is centered, flanked by two wavy lines. At the bottom, the words "SPONSORSHIP OPPORTUNITIES" are also in large, bold, black capital letters.

THE HARTFORD PROJECT

2021

SPONSORSHIP OPPORTUNITIES





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SPONSORSHIP PROPOSAL OVERVIEW

Thank you for considering joining our team of sponsors!

We are so thankful for all our business sponsors and donors who contributed to The Hartford Project's galas over the last three years. Businesses like yours contributed over \$10,000 last year, and our 200 guests contributed an additional \$21,000.

This year we're excited to grow our team of business sponsors and individual donors, while celebrating all God has done at The Hartford Project this year, even in the midst of the ongoing health crisis.

Last year's gala was so crucial in putting THP in a stable position in the uncertainties of covid. We are so thankful for our faithful partners like you who empowered the local Church to continue serving in this season.

We saw God move in new ways, and we've been able to hold a variety of in-person and remote outreach events throughout the year. We've partnered with over 150 people to bless over 1,500 people with care packages, essential supplies, Bibles, and more!

Would you help THP continue our mission to spark transformation by uniting the Church to glorify God and bless our city through acts of kindness and love?

The following pages outline the various sponsorship opportunities available to you and your business. Once you've considered the best options for your company, we would love to connect on how we can partner together - increasing awareness for your company and THP, while blessing our community.

What You Can Sponsor:

- Annual Fundraising Gala
- Community Block Parties (or distribution centers, depending on covid guidelines)
- 4+ Outreach Events (Summer Outreaches, Service Saturday, FallServe)

Sponsorship Packages:

- Bronze Partner: \$500
- Silver Partner: \$1,000
- Gold Partner: \$2,000
- Lead Partner: \$5,000+ (we'll work with you to design a custom package)

Additional Options:

- Donate a Door Prize or Auction Item



SPONSORSHIP PROPOSAL LEVELS

Donate a Door Prize or Auction Item

We are excited to offer door prizes and auction items at the gala - would you consider donating an item to include as a door prize or live auction item?

This year we are prioritizing digital items, or items that can be shipped easily and at an affordable rate. Some ideas are: a gift certificate, clothing with your company name, or a fun experience that bidders can associate with your company. If you're open to the idea, we'd love to discuss this further.

THP will determine whether an item will be included in the door prizes or silent auction. In each case, your company will be listed on the thank you slide during our virtual gala. For door prizes your company will be mentioned as we give away each item. For silent auction items, your company will be listed with the item on the online auction page.





Bronze Partner: \$500

Online Presence

- Website presence for 6+ months: business name
- Inclusion in social media sponsorship post (Twitter, Instagram, Facebook)

Community Block Parties (or Distribution Centers)

- Inclusion on sponsor sign: name

Annual Gala (Virtual)

- Includes 4 gala tickets
- Name mentioned during gala
- Inclusion on sponsor thank you slide during gala
- Company name, logo, and website link included in online silent auction

Silver Partner: \$1,000

Online Presence

- Website presence for 6+ months: small logo and hyperlink
- Inclusion in social media sponsorship post (Twitter, Instagram, Facebook)

Annual Gala (Virtual)

- Includes 8 gala tickets
- Name mentioned during gala
- Inclusion on sponsor thank you slide during gala
- Company name, logo, and website link included in online silent auction

Outreach Events

- Inclusion on sponsor thank you page in student and leader guides

Community Block Parties (or Distribution Centers)

- Inclusion on sponsor sign: small logo
- Inclusion on volunteer shirts: company name



Gold Partner: \$2,000

Online Presence

- Website presence for 6+ months: medium logo and hyperlink
- Inclusion in social media sponsorship post (Twitter, Instagram, Facebook)

Annual Gala (Virtual)

- Includes 10 gala tickets
- Name mentioned during gala
- Inclusion on sponsor thank you slide during gala
- Company name, logo, and website link included in online silent auction

Outreach Events

- Inclusion on sponsor thank you page in student and leader guides
- 1/2 page ad in student and leader guides

Community Block Parties (or Distribution Centers)

- Inclusion on sponsor sign: medium logo
- Inclusion on volunteer shirts: company logo
- Company-specific sign at station of your choice (selection based on sponsorship level and then on first-come first-served basis)

Lead Partner: starting at \$5,000

Includes all business sponsor opportunities of a Gold Partner, plus a custom business package designed specifically to match the strengths and partnership opportunities of your company and The Hartford Project.

*Interested in designing a custom sponsorship package for your company?
Reach out to Jacquelyn@TheHartfordProject.org or call us at 860.595.2880.*



WHAT IS THE HARTFORD PROJECT?

The Hartford Project (THP) is an urban ministry immersion experience for churches in New England.

Our Mission is to spark transformation by uniting the Church to glorify God and bless our city through acts of kindness and love.

Our Vision is to see Hartford restored to being a city on a hill for the glory of God and joy of all people.



We Value:

- Providing an atmosphere for teenagers to grow their faith through community service
- Partnering with the local church in Hartford
- Developing long-term relationships among participants, Hartford residents, churches, and ministries
- Being a multi-cultural expression of the kingdom of God
- Proclaiming the good news and sharing God's love in both word and deed
- Ministering to the actual physical, emotional, relational, and spiritual needs of people in Hartford

We Work To:

- See the body of Christ in and around the city being built up and serving in Hartford
- Promote unity in the body of Christ
- Pray for the work of God in Hartford
- Grow in our understanding of God's vision for Hartford
- See the invisible reign of God's Kingdom made visible
- Be healed of racism, prejudice, materialism and apathy
- Be spiritually formed by Jesus' vision for love and justice
- Fulfill the great commandment and the great commission through this experience
- Make more disciples in our own groups and in the city of Hartford



WHAT DOES THP DO?

SUMMER OUTREACH WEEKS

The Hartford Project typically runs two summer outreach weeks, each with approximately 150 students and youth leaders. Church youth groups are invited to come and live in Hartford, CT for five days in the summer. During this week, they will serve the community, learn about poverty, experience racial reconciliation, and build relationships with the wider body of Christ. This past year, due to covid-19, we ran three smaller outreach weeks, with a variety of in-person and remote options.

FALLSERVE WEEKEND OUTREACH

The Hartford Project typically runs one weekend outreach, called FallServe. Church youth groups are invited to come and live in Hartford, CT for one weekend, Friday – Sunday. During this weekend, they will serve the community, learn about poverty, experience racial reconciliation, build relationships with the wider body of Christ, and have the opportunity to worship with a Hartford church on Sunday morning. This year, in place of our regular weekend event, we held two FallServe Saturdays in October.

SERVICE SATURDAYS

The Hartford Project recently started offering service days open to all ages. Youth groups, individuals, and families are all invited to volunteer together. We sometimes incorporate fellowship, prayer, and worship into these days as well. This year, we offered a remote Service Saturday in May, and two FallServe Saturdays in October, with a combination of in-person and remote service projects, prayer, and worship.

LOVE WINS / FREE COMMUNITY BLOCK PARTY

Love Wins is a fun, free, family-oriented festival hosted by THP and a local church or churches. We offer the event free of charge because God has given us the free gift of eternal life through Jesus Christ, His Son. Love Wins also serves as a way to connect people in the community to the local partnering churches. This year, instead of two large block parties, we hosted six smaller distribution centers where we distributed food, kids activity kits, essential supplies, and Bibles.

THE BRIDGE / YOUTH LEADERS' NETWORK

In 2004, there was a strong network of youth leaders in Greater Hartford, and The Hartford Project was launched out of this group. Over the years, as youth pastors transitioned to different jobs or moved out of state, we lost many of these connections. Seeing the need to bring back a similar network, THP recently launched The Bridge, where youth leaders meet monthly to connect with and encourage one another.



WHY SHOULD MY BUSINESS SPONSOR THP?

THP reaches an extensive network of approximately fifty churches and organizations. These organizations are primarily located in and around Hartford, but also reach surrounding states.

Each year THP reaches nearly 300 families through registered participants, welcomes thousands of people at our free community block parties, and interacts with many more individuals through email and social media communications.

As a sponsor of The Hartford Project, you have the opportunity to expand your network through our Outreach Events, Community Block Parties, and Annual Gala. Your sponsorship will not only provide additional advertising channels, but will support youth development, service-learning, and unity in our region.

The following pages include testimonies and impacts on participating youth and the final pages list our program components, partner organizations, and leadership team.

If you have any questions, please reach out to Jacquelyn Perreault, Program Director, by email (jacquelyn@thehartfordproject.org) or phone (860.670.3657).



PARTICIPANT TESTIMONIES



"I love working for my community and this helped me do so. I learned how to work for my community properly, and how to impact the whole community with my work."

- Student, Summer 2020

"It was powerful to see the students pray together over the kits and cards we made throughout the week. It was also great to hear them reflect on their own spiritual journeys as they learned to share their faith stories."

- Leader, Summer 2020



"God used this ministry to show me the reality of poverty and pain right in my back yard, and broke my heart for those in need. The people of Hartford are beautiful and in need of Jesus just as much as the rest of us, and God used THP to launch me into a life of serving and helping those in need. That is why I am currently studying to be a social worker - I can never shake the way God used Hartford and THP to move my heart into action."

- Former Student, Intern, and Leader

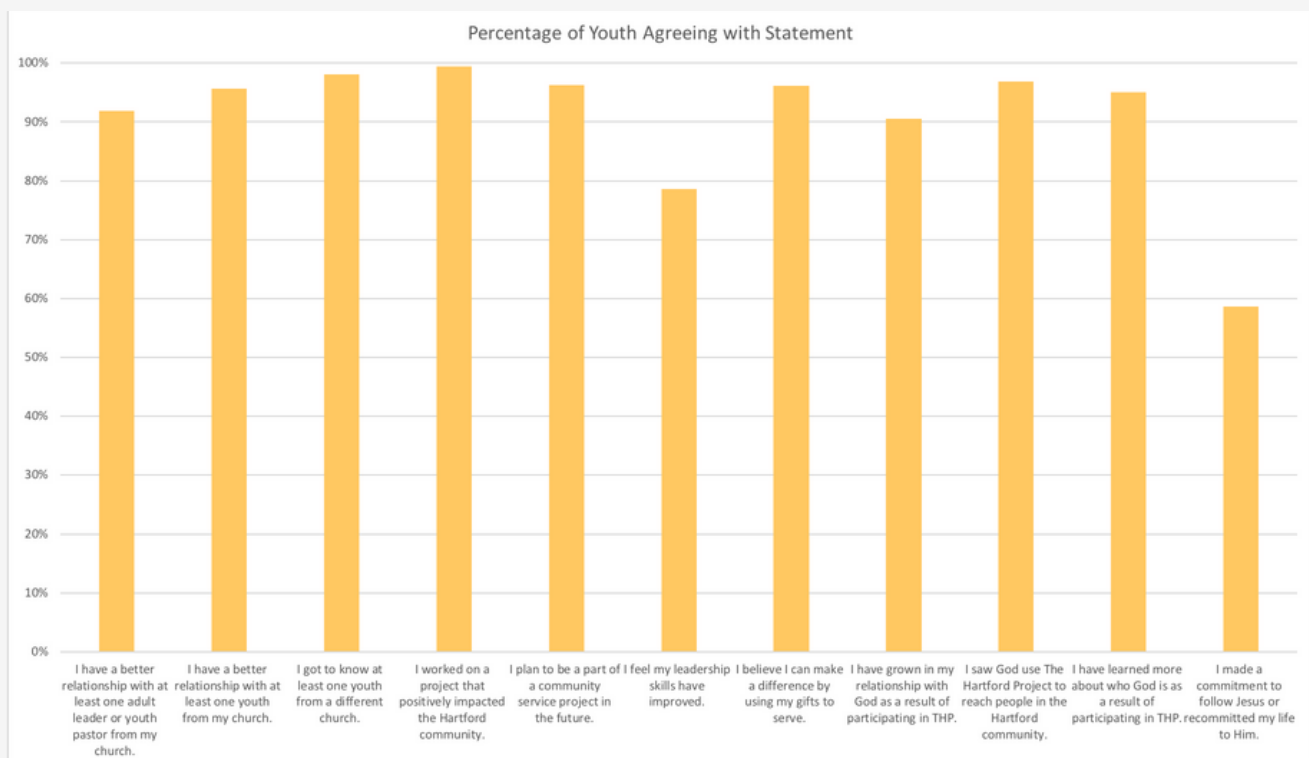


IMPACT ON PARTICIPATING YOUTH

In summer 2019, over 200 students and leaders, representing eighteen church youth groups, participated in The Hartford Project. Though 2020 has looked very different, we've still had the opportunity to partner with about 180 volunteers through a variety of in-person and remote events, while blessing our city with essential supplies, non-perishable food, Bibles, and more!

THP continues providing opportunities for people to serve together, learn about the city of Hartford, and grow in their relationships with one another and with God.

The chart below demonstrates students' own perception of their experience last year: indicating that the majority of students had stronger relationships with adults, other youth from their church, and youth from other churches after participating in a summer outreach week. Students also felt they positively impacted the Hartford community, planned to serve in the future, personally felt they developed leadership skills, and believe they can make a difference by using their gifts to serve. Youth also reported they grew in their relationship with God, saw God use THP to reach people, and learned more about God as a result of participating in THP. Many students also made a commitment to follow Jesus or recommitted to following him.





PROGRAM COMPONENTS

**THP Outreach Events are comprised of three main components:
Service, Discipleship, and Life in the City.**

SERVICE

We believe that many of the Biblical concepts we teach our youth are best learned in the context of service. Another core value of The Hartford Project is unity. In order to work towards this value, each Worksite Team is comprised of 12 - 16 participants from two different churches. Each Worksite Team is assigned one or two different Worksites to visit each day. Each team will also be assigned to work a station (such as food, prayer, or face paint) at one of the Love Wins block parties, that we co-host with our partner churches.

DISCIPLESHIP

We believe that discipleship is best learned in the context of service, and that spending the week learning about and living out the commandments to love God and one another provides an environment in which students can grow in relationships with God, their youth leaders, and other students.

Each year, our discipleship team develops a theme for THP's Outreach Events. This theme is carried out through our Morning Devotionals and Morning & Evening General Meetings. We also schedule time for Church Meetings, when youth groups have the opportunity to meet together; we encourage leaders to use this time however they desire, in an effort to best meet the needs of their students. Some churches devote the majority of this time to prayer, others share about the different worksites they've visited throughout the day, and still others reflect on how God met them during the worship services.

LIFE IN THE CITY

The goals of the Life in the City track are to (1) show our participants the benefits of urban living, (2) open participants' eyes to see Hartford as a vibrant community where they might choose to live, and (3) provide meaningful ways for participants to engage topics of social injustice. These goals are realized in a variety of activities including: Home Dinners, Restaurant Dinners, Life in the City Activities, and Prayer Walks.



CHURCH PARTICIPATION | 2019 & 2020

INCLUDING GROUPS, FAMILIES, AND INDIVIDUALS

Calvary Church | West Hartford, CT
Chinese Baptist Church of Greater Hartford | Bloomfield, CT
Cornerstone Bible Church | East Hampton, CT
Covenant Church of Easton | Easton, CT
Crossroads Community Cathedral | East Hartford, CT
Empower Hour Girls Program | Hartford, CT
Faith Christian Assembly | Middletown, CT
Glory Chapel International Cathedral | Hartford, CT
Immanuel Church | Chelmsford, MA
Monadnock Covenant Church | Keene, NH
NewLife Christian Fellowship | Wethersfield, CT
Nichols United Methodist Church | Trumbull, CT
River of Life Christian Fellowship | Tolland, CT
Sacred Heart of Jesus Parish | Hopedale, MA
South Church | Hartford, CT
South United Methodist Church | Manchester, CT
Storrs Community Church | Coventry, CT
Trinity Covenant Church | Manchester, CT
Truth Baptist Church | South Windsor, CT
Valley Brook Community Church | North Granby, CT
Vox Church | Hartford, CT
Wellspring Church | Kensington, CT
Wethersfield Evangelical Free Church | Wethersfield, CT
Wintonbury Church | Bloomfield, CT



WORKSITE PARTNERS | 2019 & 2020

Bible Way Temple Nation | 3053 Main Street, Hartford
Church Army | 550 Main Street, Hartford
Covenant Preparatory School | 135 Broad Street, Hartford
Citadel of Love | 167 Barbour Street, Hartford
Gardner's House | 1205 Albany Avenue, Hartford
Glory Chapel International Cathedral | 221 Greenfield Street, Hartford
Goodwin Park | 1130 Maple Avenue, Hartford
Hartford City Covenant Church | 15 Vernon Street, Hartford
Hartford City Mission | 280 Vine Street, Hartford
House of Praise and Worship | 1 Westminster Drive, West Hartford
Keney Park Sustainability Project | 183 Windsor Avenue, Windsor
Living Faith Church | 146 Wyllys Street, Hartford
New Dimension Christian Center | 141 Washington Street, Hartford
Salvation Army | 100 Nelson Street, Hartford
South Church | 277 Main Street, Hartford
South Park Inn | 75 Main Street, Hartford
Sparrow Ministries | 277 Main Street, Hartford
The Underground | 54 Maple Avenue, Bloomfield
Vox Church | 25 Meadow Road, Windsor
Wilson-Grey YMCA | 444 Albany Avenue, Hartford
World Vision USA | 62 Village Street, East Hartford
Youth Challenge | 15 May Street, Hartford



STAFF

Jacquelyn Perreault | Program Director

Jacquelyn first connected with The Hartford Project in 2009, as a high school participant. She job shadowed and volunteered with THP's Director in 2011, and fell in love with the city and people of Hartford. Throughout college, Jacquelyn continued to spend her summers working at The Hartford Project. In May 2016, Jacquelyn graduated from the University of Hartford, earning her B.S. in Business Administration. In early 2017, THP's Board hired Jacquelyn as the organization's first full-time Program Director. Each year, Jacquelyn loves seeing God unite His Church and transform lives through THP.

VOLUNTEER PLANNING TEAM | 2019 & 2020

One of Jacquelyn's primary responsibilities as Program Director is to oversee THP's extensive volunteer team. Jacquelyn co-leads seven Planning Team Sub-Committees, each comprised of four to twelve volunteers. Unity and church collaboration have always been central to the identity of THP, as reflected in THP's Planning Team.

Discipleship Sub-Committee

Austin Bailey | Trinity Covenant Church
Richard Brooks | Faith Christian Assembly
Dan Heermance | Valley Brook Community Church
Sterling Key | Crossroads Community Cathedral
Mike Mancini | Wellspring Church
Candido Montijo | South Church Hartford
Casey Perez | Crossroads Community Cathedral
David Siler | Valley Brook Community Church

Life in the City Sub-Committee

Phil Beatty | Hartford City Covenant Church
Bryan Bywater | Church Army, Wintonbury Church
Eliana Echtenkamp | Glory Chapel International Cathedral
April Jefferson | Citadel of Love
Mason Rambarose | Crossroads Community Cathedral
Michael Serrano | South Church Hartford
Phil Shattuck | South Church Hartford
Kirstin St. Jean | Wellspring Church



Worksites Sub-Committee

Douglas Casey | Wintonbury Church
Jessica Chenery | Crossroads Community Cathedral
Eliana Echtenkamp | Glory Chapel International Cathedral
Alexander Thomas | Glory Chapel International Cathedral

Kitchen Management Sub-Committee

Willona Amoakoh | Citadel of Love
David Bittner | River of Life Christian Fellowship
Tai-Son Bittner | River of Life Christian Fellowship
Shante Brown | Citadel of Love
Wallace Collins | Faith Christian Assembly
Darlene Holiday | Citadel of Love
Margaret Monts | Citadel of Love
Catherine Schultz | Wintonbury Church
Jay St. Jean | Wellspring Church
Veronica Trudel | River of Life Christian Fellowship
Jean Whitehead | Bethany Covenant
Sharon Whitehead | Bethany Covenant

Gala Sub-Committee

Cinnamon Adams | Storrs Community Church
Michele Dailey | Wintonbury Church
Nicole Dailey | Wintonbury Church
Merlette Hansel | Citadel of Love
Darlene Holiday | Citadel of Love
Amanda James | Vox Church, Hartford Campus
Nichole Perreault | Wintonbury Church
Doug Perreault | Wintonbury Church
Kirstin St. Jean | Wellspring Church
Robyn Wilgis | Storrs Community Church

Love Wins North End Sub-Committee

Hector Cruz | Glory Chapel International Cathedral
Evelyn Hannah | Bible Way Temple Nation
Merlette Hansel | Citadel of Love
Darlene Holiday | Citadel of Love
Toni King | Citadel of Love
Dawn Stringer | Bible Way Temple Nation

Love Wins South End Sub-Committee

Andreina Dones | New Dimension Christian Center
Kendall Pfiester | Vox Church
Adrean Rodriguez | House of Praise and Worship / Casa de Adoración y Alabanza
Grace Serrano | House of Praise and Worship / Casa de Adoración y Alabanza
Kyle Singerman | South Church Hartford
Jennifer Smyth | Hartford City Covenant Church
Rosalee Whitcomb | Hartford City Covenant Church



BOARD OF DIRECTORS



André Riendean | Board President

Lead Pastor, Wintonbury Church
Lives in Tariffville, CT



Eliezer Perez | Board Vice President

Director of Church Development, Crossroads Community Cathedral
Lives in Hartford, CT



Joanne Perry | Board Treasurer

Controller, Urban Alliance
Attends Valley Brook Community Church
Lives in Simsbury, CT



Joel Cruz | Board Secretary

Family Center Director, Catholic Charities
Youth Pastor, House of Praise and Worship
Lives in Windsor, CT



Marichal Monts

Pastor, Citadel of Love
Lives in Hartford, CT



Faith Palmer

Employed by the City of Hartford
Attends Wintonbury Church
Lives in Hartford, CT



Philip Shattuck

Program Manager, iQuilt Partnership
Attends South Church
Lives in Hartford, CT