



RUNNING OF *THE BEDS*

SPONSORSHIP OPPORTUNITIES

FUNDRAISER FOR FLOURISH: A FURNITURE BANK

EVENT AT-A-GLANCE

-  Grandview First Baptist Church
-  Saturday, April 6, 2024
-  150-300 Attendees
-  \$30,000 Fundraising Goal



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Register Online



Flourish furnished bedrooms for 1,348 children in 2023 through community support



ABOUT US

FLOURISH

FURNITURE BANK OF KC

Flourish is the only furniture bank in Kansas City. We collect and refurbish donations to provide an entire home's worth of furniture to families and individuals free of charge. Everyone we serve is referred by a case management program, from transitional housing centers to schools to refugee resettlement services. By working together, we keep furniture out of the landfill by rehoming items directly with those who need them most. During 2023, we furnished 1,069 homes for more than 2,753 people.

Since Flourish's beginnings as a church ministry in 2009, volunteers have been the magic that makes it possible to collect and distribute furniture free to guests. The special care and craftsmanship volunteers dedicate to every donated item means that guests choose from beautiful, durable, and carefully presented items when they shop. Our volunteers' service combined with our furniture and fiscal donors' generosity allow us to operate cost-effectively and sustainably. We invest an average of \$1,200 per home through 39 donated items, 25 volunteer hours, and \$500 in operating expenses.

Flourish's unique model is fueled by the time and passion volunteers give to upcycling donations. By reclaiming used furniture through detailed care and craftsmanship, we reinvest the value of potential waste by furnishing homes for communities most impacted by homelessness, poverty, and violence.

2023



1,069
HOMES FURNISHED



2,753
PEOPLE IMPACTED



1,208
BEDS FOR FAMILIES



ABOUT THE ***BED RACE***

Running of the Beds is a community festival that will rally support for Flourish, Kansas City's furniture bank. The main event is a bed race between 15 teams and their home-made beds on wheels to race for unique awards. At 2 pm, there will be a kids' and families' race of scooters, bikes, skates, and strollers. There will be food trucks on site, field games, and musical performances from local artists including Mr. Stinky Feet. 20-30 community nonprofit partners will set up booths for an outdoor fair, and we'll collect furniture and small household goods at a drop-off site with our box trucks in the parking lot.



15 Bed Teams



150-300 Attendees



\$500 raised per team



5,000+ Audience Reach

WHY A BED RACE?

Running of the Beds calls attention to the importance of furnished bedrooms for families overcoming housing insecurity. Beds are one of the more difficult items to secure through donations to match our families' need. By raising awareness and funding for our mission, we will rally the community around providing beds and furnishings for homes across the city.

Running of the Beds is an important part of our 2024 fundraising efforts. Your sponsorship will provide beds for the 1,300 homes we will furnish next year, changing lives for 3,250 people, including 1,500 children. We want to work with our long-time partners to make this happen. By promoting the event on mainstream news networks, we will gain widespread community awareness, while highlighting the key community partnerships that make furnished homes possible.



FUNDRAISER

YOUR IMPACT

Beds are unquestionably the most important item we provide to families. By furnishing bedrooms with comfortable beds, linens, decorations, and personal items, we empower families with a safe place to rest and relax. In 2024, Flourish will furnish 1,300 homes. We need at least 1,500 beds to ensure that every family who needs beds receives them. Running of the Beds is a crucial part of our annual fundraising budget. With your help, families in need of assistance will be empowered with the dignity of a comfortable bed. Partnering for this fun event will deepen our relationships with businesses in the community. By rallying together around Flourish's need for beds, your advocacy will provide beds for more than 1,500 children next year.



“Flourish played a big part in starting a new chapter in my life and I’m very grateful for that! I was with an amazing program who introduced to Flourish and I had just moved into a new home of my own at the time and needed help furnishing my home. I am a single parent of 3 with 2 grandkids and money was/is very tight at the time, but Flourish took a big load off my shoulders by supplying me and my family with everything we needed to be comfortable in our new home!

Shantea, Flourish Guest, 2023

2024 GOALS



3,250 family members



1,300 furnished homes



1,500 distributed beds



RUNNING OF *THE BEDS*

Presenting Sponsor

\$10,000

(1 opportunity available)

Marketing/Media Opportunities:

- * Running of the Beds presented by Organization (Title)
- * Organization promotion/interview in TV media coverage
- * 3 social media posts featuring Organization
- * Organization logo placement on event swag
- * Organization materials in Team Packets
- * Custom bed display to promote event at Organization
- * Organization promotion in all event emails

Event Day Benefits:

- * Bed Race team of 5 people from Organization
- * Optional custom made racing bed
- * Organization logo on event signage at event
- * Organization spokesperson helps present awards
- * Organization spokesperson presents welcome message during Parade of Teams
- * 2 VIP reserved parking passes
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Post-event impact presentation to Organization
- * Organization feature in post-event emails
- * Lunch and Learn for Organization Employees
- * Organization Team Building Volunteer Opportunity



Make an impact by sponsoring costs to provide one hundred beds for families.



RUNNING OF *THE BEDS*

Good Night's Rest Sponsor

\$5,000

(2 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization material in Team Packets
- * Organization promotion in all event emails
- * 2 social media posts featuring Organization
- * Custom signage to promote event at Organization

Event Day Benefits:

- * Bed race team of 5 people from Organization
- * Organization recognized in awards presentation
- * Organization logo on event signage at event
- * Organization Booth Space: 10x10 booth space at event
- * 1 VIP reserved parking passes
- * Custom message read during Parade of Beds

Post-Event Benefits:

- * Organization featured in post-event emails
- * Lunch and Learn for Organization Employees
- * Organization Team Building Volunteer Opportunity



*Change lives by sponsoring the costs
to provide fifty beds for families.*



RUNNING OF *THE BEDS*

Cover Me Sponsor

\$2,500

(5 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization material in Team Packets
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Bed race team of 5 people from Organization
- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event
- * 1 VIP reserved parking pass
- * Custom message read during Parade of Beds

Post-Event Benefits:

- * Organization featured in post-event emails
- * Lunch and Learn for Organization Employees
- * Organization Team Building Volunteer Opportunity



Empower families by sponsoring costs to provide one hundred sets of sheets



RUNNING OF *THE BEDS*

Place to Lay My Head Sponsor

\$1,000

(5 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Bed race team of 5 people from Organization
- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Organization listed in post-event emails
- * Organization Team Building Volunteer Opportunity



Sponsor costs of providing one hundred pillows to families.



RUNNING OF *THE BEDS*

Home At Last Sponsor

\$500

(5 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization promotion in all event emails

Event Day Benefits:

- * Bed race team of 5 people from Organization
- * Organization recognized in awards presentation

Post-Event Benefits:

- * Organization listed in post-event emails
- * Organization Team Building Volunteer Opportunity



Sponsor costs of providing one hundred pillows to families.



RUNNING OF *THE BEDS*

Printing Sponsor

IN KIND

(1 opportunity available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Organization listed in post-event emails
- * Organization Team Building Volunteer Opportunity



*Donate printing services to the event
and raise awareness for Flourish!*



RUNNING OF *THE BEDS*

Bed Construction Sponsor

IN KIND

(5 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Organization listed in post-event emails
- * Organization Team Building Volunteer Opportunity



Build a racing bed and donate it to a team for use during the event!



RUNNING OF *THE BEDS*

Refreshments Sponsor

IN KIND

(3 opportunities available)

Marketing/Media Opportunities:

- * Organization promotion in all event materials
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Organization feature in post-event emails
- * Organization Team Building Volunteer Opportunity



Provide refreshments for teams and volunteers during the event!



RUNNING OF *THE BEDS*

Raffle Sponsor

IN KIND

(10 opportunities available)

Marketing/Media Opportunities:

- * Promotion in all event materials
- * Organization promotion in all event emails
- * 1 social media post featuring Organization

Event Day Benefits:

- * Organization recognized in awards presentation
- * Organization Booth Space: 10x10 booth space at event

Post-Event Benefits:

- * Organization feature in post-event emails
- * Organization Team Building Volunteer Opportunity



Sponsor raffle items to help raise funds for Flourish during the event!



Are there partnership opportunities we've missed? Reach out to Elinore Noyes, Development Specialist, to talk about your contribution to the event!

elinore@flourishfurniturebank.org
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