



Dear Friend,

In the past you have supported our Kentucky Derby, Santa's Sip & Sail and/or Save Project Santa. Unfortunately, the COVID restrictions were not lifted until recently. Due to time constraints, the first two events had to be cancelled. These events are critical to our operation, but once we factor in the COVID pandemic, and our need for financial support, it is devastating. Over the last year, we have seen more than 1,200 new households request help from our agency. In 2020, we distributed over **one million meals**. As we look forward, we must plan for an increase in requests for help this holiday season. We are anticipating providing gift packages to 2,500 children this year.

We are hosting *Celebrating Santa – A Project Santa Fund-Raiser*. ALL proceeds will go towards Project Santa. Children receive a main toy, board game/craft, winter weather items, books & a stocking filled with goodies.

What is Celebrating Santa - A Project Santa Fund-Raiser? It is a Christmas in July fund-raiser - live streamed from People's Place. Santa will be "stuck" on our roof and will not be able to come down until we reach our \$60,000 goal. YOUR donation to this Christmas in July event will be critical to keeping this 49-year Ulster County tradition alive. Below is an idea of how your donation will help.

Rudolph	\$10,000	=	100 Tween Bikes
Dasher	\$5,000	=	100 Star Wars Lego Sets
Dancer	\$3,000	=	100 Fischer Price Toddler Toys
Prancer	\$2,000	=	70 Remote Control Cars
Vixen	\$1,000	=	75 board games
Comet	\$750	=	50 quality mitten & scarf sets
Cupid	\$500	=	10 Radio Flyer Tricycles
Donner	\$250	=	50 story books
Blitzen	\$150	=	150 stocking stuffers

Thank you in advance for your continued support.

Christine Hein, Executive Director

Benefactor Name: _____ Phone: _____

Address: _____

E-Mail: _____

Please mail Benefactor Form (above) with payment by July 21, 2021 to:
People's Place, 17 St. James Street, Kingston, NY 12401

BENEFACTOR OPPORTUNITIES

CELEBRATING SANTA – A PROJECT SANTA FUND-RAISER

RUDOLPH - \$10,000.00 Benefactor

- You can join us LIVE during our virtual Project Santa Appeal and promote your business/practice/company.
- Your business name displayed on our website with link to your website for 6 months.
- Your business will be promoted in media promotions and press releases.
- Business name prominently featured on Broadway facing banner.

DASHER - \$5,000.00 Benefactor

- You can join us LIVE during our virtual Project Santa Appeal and promote your business/practice/company.
- Your business name displayed on our website with link to your website for 4 months.
- Your business will be promoted in media promotions and press releases.
- Business name prominently featured on Broadway facing banner.

DANCER - \$3,000.00 Benefactor

- Your business will get multiple mentions during our LIVE virtual event.
- Your business will get a live link from our Facebook & Instagram Page
- Your business name displayed on our website with a link to your website for 3 months.
- Your business name will be on our Virtual event banner.
- Business name prominently featured on a Broadway facing banner.

PRANCER - \$2,000.00 Benefactor

- Your business will get multiple mentions during our LIVE virtual event.
- Your business will get a live link from our Facebook & Instagram Page.
- Your business name will be displayed on our website with a link to your website for 1 month
- Your business name will be on our Virtual event banner

VIXEN - \$1,000.00 Benefactor

- Your business will get multiple mentions during our LIVE virtual event.
- Your business will get a live link from our Facebook & Instagram Page
- Your business name will be displayed on our website with a link to your website for 1 month

COMET - \$750 Benefactor

- Your business/organization will get mentioned during our LIVE virtual event.
- Your business/organization will get a live link from our Facebook & Instagram Page

CUPID - \$500 Benefactor

- Your business will get mentioned during our LIVE virtual event.
- Your business will get a live link from our Facebook Page

DONNER - \$250 Benefactor

- Your business will get mentioned during our LIVE virtual event.

BLITZEN - \$150 Benefactor

- Your business will get mentioned during our LIVE virtual event.