



# Make an Impact with SPUR!

In 2024, SPUR engaged over 1,100 volunteers across the North Shore in over 3,600 volunteer opportunities. That's over 6,000 hours of service, where local community members of all ages are making a tangible difference in the lives of others living in the North Shore.

SPUR's success comes from partnering with other local nonprofits to meet the needs of our community. By providing nonprofits with a volunteer core, these other organizations are able to focus on their mission and not worry about if the work is being done or if the volunteers are having a positive experience. SPUR expertly curates each volunteer experience, and we work with over three dozen organizations across the North Shore.

Over 1,000 students participated in our in-school enrichment opportunities, which strive to empower students to make a difference in their local communities through hands-on activities that have real impact on their community.

Your investment in SPUR will help us to:

- Continue to expand across the North Shore to create more volunteer opportunities and engage more volunteers. We currently operate in Beverly, Lynn, Nahant, Marblehead, Peabody Salem, and Swampscott.
- Prepare and distribute over 4,000 meals for those experiencing food insecurity.
- Partner with additional local nonprofits to ensure that our volunteer opportunities meet tangible needs in our community. Currently, we work with over three dozen organizations across the North Shore.
- Add additional restaurants and markets to our food rescue program, which saves food from landfills and feeds people experiencing food insecurity. Currently, we rescue food 6 days a week and have rescued 6,400 lbs. of food this year.
- Expand our garden initiative, which currently consists of four community gardens that grew 2,000 lbs. of fresh produce to support local pantries and group homes.
- Provide over 700 backpacks to local students to ensure they start the school year with the right supplies and fulfill over 600 Bundles of Cheer to ensure that local children and adults experiencing homelessness have winter essentials and meaningful holiday gifts.

We invite you to partner with us and join our Community of Doers by becoming a Corporate Sponsor today. Please see the attached sheets for specific benefits.

Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$5,000
Sustaining	\$3,000
Supporting	\$2,000
Contributing	\$1,000

**For more information, or to fulfill a sponsorship, please contact Lynne Krasker Schultz, Executive Director, at [LKraskerSchultz@SpurNorthShore.org](mailto:LKraskerSchultz@SpurNorthShore.org) or 781-451-7787.**



# Sponsor Everything SPUR Does!

SPUR runs a variety of annual volunteer opportunities that our community has come to love and look forward to. By sponsoring the organization, your business will become an integral part of every SPUR initiative, enabling good deeds throughout the community year-round and helping SPUR goodwill for your business.

## **\$20,000 Platinum Sponsorship Level: All the benefits of \$15,000, plus:**

- Recognition of your organization as lead sponsor in a program title. For example. SPUR's Student Success Drive sponsored by [insert your business name], or SPUR's Student Success Drive in collaboration with [insert your business name]
- Name and logo featured in all emails and marketing materials pertaining to this particular initiative
- Social media campaign highlighting your contribution to the particular named program/initiative customized to your business
- One additional opportunity for a business highlight in our email newsletter, which will focus on your involvement with SPUR and community, for a total of 3 during the year
- Two additional tickets to our annual fundraiser, the SPUR Fling, for a total of 16 guests
- Full page cover ad on the inside front cover in the program book and logo on cover for the SPUR's annual fundraiser and celebration
- Two additional people for the private volunteer opportunities, for a total of 12 people per opportunity, plus a third opportunity to volunteer as a group

## **\$15,000 Gold Sponsorship Level: All the benefits of \$10,000, plus:**

- One additional dedicated sponsor highlight on our social media and email, highlighting all you do to support SPUR, for a total of 2 per year. This can be in conjunction with your volunteer events (see benefit below or a particular initiative that speaks to your team, or at a specific time of year that you specify)
- One additional opportunity for a business highlight in our email newsletter, which will focus on your involvement with SPUR and community, for a total of 2 per year
- One additional social media mention per quarter, for a total of 8 per year
- Two additional complimentary tickets to our annual fundraising celebration, for a total of 14 tickets
- Full page color ad on the back cover or inside back cover in the program book for SPUR's annual fundraising celebration
- Two additional people for the private volunteer opportunities, for a total of 10 people per opportunity, plus a third opportunity to volunteer as a group

## **\$10,000 Silver Sponsorship Level: All the benefits of \$5,000, plus:**

- One additional dedicated sponsor highlight on our social media and email, highlighting all you do to support SPUR, once per year, for a total of 2. This can be in conjunction with your volunteer events (see benefit below or a particular initiative that speaks to your team, or at a specific time of year that you specify)
- Business highlight in our email newsletter once per year, which will focus on your involvement with SPUR and community



- One additional social media mention per quarter, for a total of 8 per year
- Two additional complimentary tickets to our annual fundraising celebration, for a total of 12 tickets
- Full page ad in the centerfold in the program book for SPUR's annual fundraiser celebration
- Two additional people for the private volunteer opportunities, for a total of 8 people per opportunity

### **\$5,000 Bronze Sponsorship Level**

- Your logo at the bottom of every marketing email for one year throughout 2024. Emails go out weekly to every two weeks (depends on the time of year), and SPUR has a subscriber list of nearly 5,000 with an open rate of nearly 50%
- Logo featured on SPUR's website on the homepage
- Dedicated sponsor highlight on our social media and email, highlighting all you do to support SPUR, once per year. This can be in conjunction with your volunteer events (see benefit below or a particular initiative that speaks to your team, or at a specific time of year that you specify)
- Two private volunteer opportunities for up to 6 people that highlights the initiative/program chosen
- Once per quarter social media mention
- Your name listed in the annual fundraising celebration program and mentioned in remarks at the event
- Opportunity to develop a unique role for the annual fundraising celebration (sponsor the open bar or featured item in the auction)
- Full page ad in the program book for SPUR's annual fundraising celebration
- 10 complimentary tickets to the annual fundraising celebration



# Sponsor a specific SPUR initiative, program, or event!

SPUR runs a variety of annual volunteer opportunities that our community has come to love and anticipate. Become an integral part of one (or more) of our initiatives. SPUR Good Deeds and goodwill among our volunteers and sponsors!

## **Annual Initiatives/Programs:**

Holiday Cheer Drive, Annual Fundraiser, Food Rescue Program, Land and Sea Cleanup (either fall or spring), Sew Good, SPUR Community Roots Garden, SPUR Love, Student Success Drive, Yard Clean-Ups for Seniors.

## **\$3,000 Sustaining Level: All the \$2,000 benefits, plus:**

- Your logo is additionally listed at the bottom of all marketing emails pertaining to the sponsored initiative/program.
- Logo on the program page of the initiative you choose with a hyperlink to your website
- Two additional social media mentions thanking you for your sponsorship, for a total of
- A social media highlight that features your company and why sponsoring this particular initiative is important to you
- ½ page ad in the program book for the SPUR Annual Fundraiser (instead of ¼)
- For annual fundraiser sponsors, 6 tickets to the annual fundraiser celebration if that is the program chosen. For program sponsors, a private volunteer opportunity for up to 10 people that highlights the initiative/program chosen

## **\$2,000 Supporting Level: All the \$1,000 benefits, plus:**

- One additional social media mention thanking you for your sponsorship, for a total of 2
- ¼ page ad in the program book for the SPUR Annual Fundraiser (instead of 1/8)
- For annual fundraiser sponsors, 4 tickets to the annual fundraiser celebration if that is the program chosen. For program sponsors, a private volunteer opportunity for up to 6 people that highlights the initiative/program chosen

## **\$1,000 Contributing Level:**

- Listed as a sponsor for your chosen initiative/program at the bottom of all marketing emails pertaining to that initiative/program. SPUR has a marketing list of nearly 5,000 that receive a weekly newsletter
- Name on the program page of your chosen program with a hyperlink to your website
- A social media mention thanking you for your sponsorship
- Recognition during remarks and/or a mention thanking your company in the follow up thank you email with link to your business
- 1/8 page ad in the program book for the SPUR Annual Fundraiser
- For annual fundraiser sponsors, 2 tickets to the annual fundraiser celebration if that is the program chosen. For program sponsors, a private volunteer opportunity for up to 4 people that highlights the initiative/program chosen

**[Don't see a benefit that's important to you? Let us know and we can customize something just for you!](#)**



# SPUR initiatives and programs

## Annual Fundraiser

Our annual fundraising celebration is a chance to come together with friends and neighbors to reflect on the impact of SPUR in the community and look ahead to what we can do with your continued partnership. This evening of lite bites, a live and silent auction, and entertain raises critical funds, nearly ¼ of SPUR's operating budget, to support the work of SPUR. Our 2025 annual fundraiser will be held on Saturday, April 5, 2025 at the Tedesco Country Club.

## Holiday Cheer Drive

The SPUR Holiday Cheer Drive runs the last quarter of every year (November/December). SPUR works with school counselors, social workers, food pantry directors, and other social service providers to give winter essentials and meaningful gifts to over 600 children, as well as adults experiencing homelessness, in Lynn, Marblehead, Salem, and Swampscott.

## Food Rescue Program

Partnering with local restaurants, the initiative aims to save, donate and deliver hundreds of pounds of food each month to shelters, program homes, and pantries that serve residents in Lynn, Marblehead, Salem, and Swampscott utilizing surplus food that would otherwise be thrown away.

## Land and Sea Cleanup (either fall or spring)

At SPUR's twice-annual park and beach cleanup, hundreds of volunteers pick up trash and debris from public spaces in Lynn, Marblehead, Salem, and Swampscott in partnership with other community organizations. We clean over 25 locations throughout the community. The Spring cleanup is tied to Earth Day and called "Go Green & SPUR Clean". The fall cleanup, called SPUR's Land and Sea Cleanup", is in partnership with Sustainable Marblehead and tied to International Coastal Cleanup Day.

## Sew Good Together

Sew Good Together are regular gatherings for volunteers of all experience levels to come together and create beautiful and unique pillowcases that hold all the gifts to create our Bundles of Cheer for the Holidays. During our SPUR Holiday Cheer Drive each sponsor receives a wish list that includes items the recipient wants, needs, items to wear, and something to read all bundled up inside a pillowcase lovingly made by volunteers.

## SPUR Community Roots Garden

The SPUR Community Roots garden benefits area food pantries and community programs. Each year, the SPUR Community Roots Gardens produces over 1,000 lbs. of produce, making fresh fruits and vegetables available to those facing food insecurity.

## SPUR Love

Each year around Valentine's Day, we celebrate SPUR Love, an assortment of good deeds celebrating and showing love throughout our community. Through random acts of kindness, we SPUR good deeds.



### Student Success Drive

SPUR's Student Success Drive provides new backpacks and school essentials to children on the North Shore who would otherwise begin the school year without the supplies necessary for a successful start to their academic year.

### Yard Clean-Ups for Seniors

Every year, SPUR helps senior citizens to remain in their homes safely by partnering with local groups and businesses to clear the yards of fallen leaves and branches of seniors who cannot do the work themselves and cannot afford someone to clear the debris.