



Informational Document

The Sophia Way’s 2022 fall fundraiser, **Sheltering**, has been reimagined as a community event hosted by community members instead of a single luncheon, creating the opportunity for intimate engagement. There will be an opening and closing event, bookending the community event.

Sheltering

We invite our community to host a personal gathering – inviting friends, family, neighbors – and share their passion for supporting women experiencing homelessness. Each host personalizes their event, choosing the location, the time, food, and the guests.

The Sophia Way will support the host with communication and marketing material. In addition, one or two staff and board members will be present at your event to talk about the organization’s mission and programs, and respond to questions.

The suggested format for the event	Host responsibilities
<ul style="list-style-type: none"> ● Mix and mingle ● The host introduces The Sophia Way staff/board member ● Staff/board member present about the organization, share an impact video, and conclude with a call to action ● Host thanks guests ● Staff/board member available for questions 	<ul style="list-style-type: none"> ● Create guest list ● Set a fundraising goal ● Mail/email invitations ● Plan and arrange the evening – décor, food, beverage, etc. ● Arrange for equipment to play the video ● Arrange for parking (as necessary)

Location: Host’s home; Clubroom; Restaurant; Place of faith; Outdoors (a park)

Timing: Happy hour; Brunch; Dinner; High tea; Ice cream social; Coffee hour

TIMELINE

Kick-off Event <i>Thursday, September 15</i>	Sheltering <i>Friday, September 16 to Saturday, October 15</i>	Closing Event <i>Monday, October 17</i>
<p>A virtual or live event to kick off the fall fundraiser</p> <p>If virtual: unlimited guest count If in-person: limit to 100 guests</p> <p>Guests will be individuals who are unable to join the in-person parties</p>	<p>Events hosted by community members in support of The Sophia Way</p>	<p>A 15-minute virtual program</p> <p>Will include a message from the Executive Team, snippets from Sheltering events, and an impact video</p>