

Believe in Change:

A DAY OF INSPIRATION, FUN AND GIVING

Wednesday, May 1, 2024 · 4:30PM - 8:30PM

Palisades Center

150 guests estimated to attend!

Believe in Change will benefit Center for Safety & Change, a not-for-profit community-based organization founded in 1979, that serves women and all victims and survivors of gender-based violence, including domestic violence, sexual assault, human trafficking and all other crimes.



In 2023, the Center supported 1,853 victims and survivors.

WHAT ARE WE ASKING FOR?

Incentives for guests. Examples include:

- ★ **Rewards points**
- 📦 **Samples**
- 📺 **Gift with or without purchase**
(dead stock)
- ⚡ **Flash sales for event guests**
- 👕 **Branded swag**
- 💰 **Cash back**
- 🎫 **Discount coupons**
(can be date limited or open)

The above examples will attract guests to your store. Event guests will be easily identifiable. Stores can also choose to donate items for a raffle as a supplemental fundraiser.

WHAT'S IN IT FOR YOU?

- Inclusion in an event guide for guests, and pre- and post-event local publicity.
- A chance to demonstrate your commitment to social responsibility and community involvement that can lead to increased customer loyalty and brand advocacy.
- A chance to attract new customers. Studies have shown that customers are more likely to purchase from businesses that support charitable causes.

HOW DO YOU PARTICIPATE?

Send details of your guest incentive to spagecook@centersc.org by **Monday, April 8, 2024**.

For questions:

Keri Cunningham: (845) 348-1005 x110
kericunningham@pyramidmg.com

Sandy Page-Cook: (845) 634-3391
spagecook@centersc.org

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PLEASE COMPLETE THE FOLLOWING:

Participating Store Name: _____

Store Location (i.e. level and store number): _____

Contact Person Name: _____

Contact Person Phone Number: _____

Contact Person Email: _____

Incentive for guests:

Please check all that apply.

- Rewards points
- Samples
- Gift with or without purchase (*i.e. dead stock*)
- Flash sales for event guests (*not recommended for food vendors*)
- Branded swag
- Cash back
- Discount coupons (*can be date limited or open*)
- Other

Please describe your incentive: _____

Please email completed form to spagecook@centersc.org by Monday, April 8, 2024.

Please include your logo for promotion.

EVENT CHAIR: Sandra Ortiz, MD

COMMITTEE: Kristina Coleman, Candis Edwards, Maryellen Horowitz, Nicole Kirwin, Donna Ladson, Ida Glick Parks, Leslie Rodriguez, Lisa Sapia, April Solomon, Hope Wade