

# SAVE THE DATE!

## SPRING INTO ACTION: HEROES GALA


*To Benefit*  
**North Shore Community  
Action Programs**

and honor  
**Officer Richard Heath**  
with the  
Frederick E. Berry Community  
Service Award

NORTH SHORE  
**community**  
**action**  
PROGRAMS

05★15★2020





"I think a hero is any person really intent on making this a better place for all people."

Maya Angelou

Friday, May 15, 2020 6:00 pm to 9:00 pm

DoubleTree Hilton Hotel

50 Ferncroft Road


Danvers, MA 01923

For tickets visit [www.nscap.org/events](http://www.nscap.org/events)

Contact Cara Zielinski at 978-531-0767 ext 148

email [czielinski@nscap.org](mailto:czielinski@nscap.org)

with questions or more information  
including sponsorship opportunities



Please join us for an evening of celebrating the hero within each of us who helps make this world a better place.



Dear Community Friend,

Did you know that poverty in Massachusetts is higher than 24 other states? North Shore Community Action Programs is a local non-profit that has been assisting low-income community members of the North Shore for 55 years. Our mission is to help strengthen our community by empowering its members to achieve social and economic stability.

We admire that one of your company's missions is to give back to the community, which is the embodiment of what our organization does. We're looking to build partnerships to help us make a difference in the lives of these most vulnerable community members. With your support, we will be able to continue to reach out and serve our community.

On May 15, 2020 at 6:00 pm, we will be holding our annual Spring Into Action Gala at the DoubleTree Hotel in Danvers, MA, and we would love for you to join us! **This year we will be honoring Officer Richard Heath, of the Peabody Police Department, by presenting him with the Frederick E. Berry Community Service Award.**

The Frederick E. Berry Community Service Award was established to recognize inspiring leadership in our communities and dedication to improving the lives of low-income families and individuals. By recognizing the needs of those without a voice, Officer Heath has earned this award many times over.

This fun-filled event will feature delicious dinner, music, and a silent auction. We are planning for over 250 guests. All proceeds from the event will stay in the local community to provide services for low-income families living on the North Shore.

North Shore Community Action Programs relies heavily on fundraising events such as this one to help fund our mission and to provide services year after year to low-income families. **Because of generous donations from members of our community, last year, we were able to help 8,579 people through the various programs and services we offer.** Sadly, there are still thousands of local residents that need our help!

Enclosed, please find information on the levels of sponsorship. If you are interested in being among those that care about strengthening our community, please let us know.

Your support of our efforts is greatly appreciated!

Sincerely yours,

Laura M. MacNeil  
Executive Director

Paul Crosby  
Development Chair



North Shore Community Action Programs  
Cara Zielinski  
978.531.0767 ext 148  
[zielinski@nscap.org](mailto:zielinski@nscap.org)



*Empowering people to achieve social and economic stability in partnership with the community.*

January 21, 2020

## For Immediate Release:

### North Shore Community Action Programs to honor Peabody Police Officer at Annual Gala

**Peabody, MA-** Each year, members of North Shore Community Action Programs (North Shore CAP) selects an honoree to present with the Frederick E. Berry Community Service Award. This year, North Shore CAP is proud to honor Officer Richard Heath, of the Peabody Police Department, with this award. Officer Heath's daily interactions with members of the community embodies the very essence of this award. Officer Heath is a 30 year veteran of the force. He is known for being a resource for homeless individuals; one who treats a person with kindness, dignity, and is eager to offer help. Rick is able to maintain a balance between the various needs of the homeless and the need to maintain order in a busy downtown area. Officer Heath works tirelessly keeping one of Peabody's most vulnerable populations safe. He has been recognized by the Peabody Clergy Ministerial Association for his work in this area. Officer Heath volunteers his time at several Special Olympics events across the state during the year and is one of the main organizers of the Peabody Law Enforcement Torch Run for Special Olympics in December each year.

Please join North Shore Community Action Programs in proudly honoring Officer Heath at the annual Spring Into Action Gala, being held on Friday, May 15<sup>th</sup>, 2020. The gala attracts supporters of the organization's many programs dedicated to helping the North Shore's low-income families. This year, the event is being held at the DoubleTree Hilton, located at 50 Ferncroft Road in Danvers, MA.

The Frederick E. Berry Community Service Award was established in recognition of Senator Berry's inspiring leadership and his dedication to improving the lives of low-income families and individuals. Senator Berry represented Beverly, Danvers, Peabody, Salem, and Topsfield in the Massachusetts State Senate for 30 years.

North Shore Community Action Programs believes that a big part of creating a path for positive change in the community starts with advocacy and empowering people. North Shore CAP was founded in 1965 in response to President Lyndon B. Johnson's "War Against Poverty". This year, the organization celebrates its 55<sup>th</sup> year! North Shore CAP offers programs such as fuel assistance, free English courses for those who speak another language, workforce readiness, home health care, shelter for homeless families, housing assistance for homeless individuals, and assistance for those trying to remain in their homes.



# Sponsorship Opportunities

This fun-filled event, held at the DoubleTree Hilton, will feature a delicious dinner, music, and a silent auction! We are planning for **over 250 guests**. All proceeds from the event will stay in the local community to provide anti-poverty services to the North Shore Community.



Spring Into Action: Heroes Gala	Guardians of the Galaxy Sponsor	The Avengers Sponsor	Justice League Sponsor	The Fantastic Four Sponsor
Your company banner prominently displayed at event (banner supplied by you)	•			
Pre-Event Awareness Campaign – Event website and email blasts	Logo/link	Logo/Link	Logo	Logo
Event Advertising – Event publications	Name + Logo	Name + Logo		
Event Presence – Sponsor can introduce their company at event	•			
Silent Auction Presence – Company name and Logo on Display	•	•		
Event Welcome – Sponsor receives recognition and special thanks	•	•	•	•
Event Check In	Name + Large Logo	Name + Large Logo	Name	
Event Program	Full Page	Half Page	Quarter Page	Listing
Event Banner – Sponsor Logo and years of support listed on banner	•	•		
North Shore CAP Newsletter – Thoughtfully incorporated in newsletter with photo w/ caption, mention in article, listing. Posted on website and e-mailed to over <b>2000 subscribers</b> .	Article with Photo + Co. Logo	Mention and Logo	Mention and Logo	Listing
Website and Email Blasts – Placement on website four months before event and remains on site until next year's Gala 2021 plus 4 email blasts	Logo with Descrip. + Link	Logo with Link	Link	Listing
Social Media Presence - Facebook and Instagram (9,000 person reach)	•	•	•	•
Acknowledgement of support on public access TV	•	•	•	•
Complimentary Tickets to Event	10	8	4	
INVESTMENT	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$500</b>

We enjoy partnering with businesses that understand the importance of helping our most vulnerable community members. The sponsorship grid gives a good overview of opportunities. However, we are happy to tailor to your needs.

## Contact:

Cara Zielinski, Development Coordinator

Phone: 978.531.0767 ext 148

Email [czielinski@nscap.org](mailto:czielinski@nscap.org)

## 2020 Gala Sponsorship and Ticket Response Form



Contact Name

Email

Business/Organization

Telephone

Address

**Previous Sponsors:** Please tell us if you want to use the same ad as last year.  
For logos/ads, please send high resolution jpg, pdf, AI or EPS files to: [czielinski@nscap.org](mailto:czielinski@nscap.org)  
by **April 1, 2020.**

### Sponsor Levels

- |   |         |
|---|---------|
| <input type="checkbox"/> Guardians of the Galaxy Sponsor (exclusive!) | \$5,000 |
| <input type="checkbox"/> The Avengers Sponsor                         | \$2,500 |
| <input type="checkbox"/> Justice League Sponsor                       | \$1,500 |
| <input type="checkbox"/> The Fantastic Four Sponsor                   | \$500   |
| <input type="checkbox"/> A table of 10                                | \$600   |
| <input type="checkbox"/> Number of tickets ____ X \$65 per person     | \$ ____ |

### Hometown Heroes Table Sponsor (choose one)

*\* available on a first come, first served basis*

Noticeable signage displayed at one of the below locations: \$350

- |   |   |
|---|---|
| <input type="checkbox"/> Check In Table       | <input type="checkbox"/> Bar (2 available)    |
| <input type="checkbox"/> Lottery Raffle Table | <input type="checkbox"/> Coffee/Dessert Table |

Personal or Corporate name as you would like it to appear:

\_\_\_\_\_

### Make checks payable to NSCAP and mail to:

North Shore Community Action Programs  
Development Office  
119 Rear Foster St Bldg 13  
Peabody MA, 01960.  
Return this form via email to [czielinski@nscap.org](mailto:czielinski@nscap.org)

**To pay by credit card, please go to [www.nscap.org/events](http://www.nscap.org/events)**

Please contact Cara Zielinski, Program Coordinator, with questions or if you would like more information:  
Phone: 978-531-0767 ext 148 Email [czielinski@nscap.org](mailto:czielinski@nscap.org)

## Program Ads or Congratulatory Message

- |                          |  |       |
|--------------------------|--|-------|
| <input type="checkbox"/> | Half page ads are 4.5" w x 3.5" h  | \$300 |
| <input type="checkbox"/> | Quarter page ads are 4.25" w x 3.5"h   | \$150 |
| <input type="checkbox"/> | Your name or business listed with congratulatory message to NSCAP or Officer Richard Heath | \$50  |

Message:

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## Purchase Gala Tickets

- |                          |                          |                          |                            |
|--------------------------|--------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | Tickets are \$65.00 each | <input type="checkbox"/> | A Table of 10 for \$600.00 |
|--------------------------|--------------------------|--------------------------|----------------------------|

## Donate an Item or Service

- ☐ I would like to donate an item for the auction  
*\*Please contact us to arrange pick up of item*

***Describe the item as it should appear in our program:***

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## Make a Cash Donation

- ☐ I am unable to attend but would like to make a cash donation of \$\_\_\_\_\_

**TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_**

### **Make checks payable to NSCAP and mail to:**

North Shore Community Action Programs  
Development Office  
119 Rear Foster St Bldg 13  
Peabody MA, 01960.  
Return this form via email to [czielinski@nscap.org](mailto:czielinski@nscap.org)

**To pay by credit card, please go to [www.nscap.org/events](http://www.nscap.org/events)**

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Phone: 978-531-0767 ext 148 Email [czielinski@nscap.org](mailto:czielinski@nscap.org)



# NORTH SHORE community action PROGRAMS



**8,579**

**People received services last year  
through North Shore CAP programs**

## HOUSING AND HOMELESSNESS PREVENTION

**234** Households were prevented  
from becoming homeless

**314** Individuals with disabilities received  
assistance to continue living independently



## EDUCATION AND TRAINING PROGRAMS

**102** Adult English language students  
participated in North Shore CAP's ESOL  
program and received career counseling  
and job readiness training



## FUEL ASSISTANCE AND ENERGY CONSERVATION

**6,235** Individuals received fuel assistance to  
help keep their homes warm

**502** Households received Energy  
Conservation services



## HOME-HEALTH CARE

**225** Senior citizens received home health  
aides, personal care, homemaking,  
companion, and heavy chore services





**Internal Revenue Service**

**Date:** July 26, 2006

**NORTH SHORE COMMUNITY ACTION  
PROGRAMS INC  
98 MAIN ST  
PEABODY MA 01960-5553**

**Department of the Treasury  
P. O. Box 2508  
Cincinnati, OH 45201**

**Person to Contact:**  
Ms Bradshaw #31-02167  
Customer Service Representative  
**Toll Free Telephone Number:**  
877-829-5500  
**Federal Identification Number:**  
/ 04-2385280 \

**Dear Sir or Madam:**

This is in response to your request of July 26, 2006, regarding your organization's tax-exempt status.

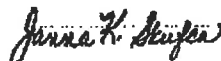
In November 1976 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE  
Customer Account Services