

October is Domestic Violence Awareness Month



During the month, YWCA NENY offers programs to raise awareness about domestic violence and the support available. 2020 Programs* include: Virtual Domestic Violence Panel Discussion and Take Back the Night Program & March. **Events are subject to change due to the ongoing pandemic.*

- 1 in 4 women will experience intimate partner violence in their lifetime. Maybe its someone you heard about, maybe its someone you know, maybe its you.
- NYS has the highest demand for domestic violence services for the 4th year in a row; Schenectady County has the 2nd highest demand in NYS.
- Domestic violence is a pattern of coercive behavior/tactics used by someone against their intimate partner in an attempt to gain or maintain power and control.
- Domestic violence is the leading cause of homelessness among women in our community.
- On average, a victim attempts to leave 9 to 11 times before finally leaving an abusive relationship; YWCA NENY is there each time offering non-judgmental support and assistance for victims.
- Whether it is a winter coat, a warm cup of coffee, an order of protection, a referral to a community partner, a counselor to speak with, or a safe place to hide, YWCA NENY is there to provide the help victims need, however they define help.

You can show support by becoming a sponsor. **Every dollar given will help YWCA NENY sustain our services and commitment to supporting victims of domestic violence.**

All sponsorship levels will receive a **Business Partner Bag**, which includes: Purple Ribbon window decal to display; offer for free DV Training by experienced YWCA NENY staff; palm cards & postcards to provide to customers/clients; bathroom signage; and DV Awareness pins.

YWCA NorthEastern NY's Domestic Violence Program makes a huge impact in the community each year.

2019 by the numbers:

- 31,270 - number of units of domestic violence support services provided
- 435 - number of women, children, and men who stayed in our domestic violence shelter
- 90 days - average length of stay in the shelter
- 20,767 - services for shelter clients provided by shelter staff
- 605 - calls received through our 24-hour domestic violence hotline
- 61,000 - phone, in-person, and group counseling sessions
- 16,303 - advocacy services provided
- 1,225 - new individuals engaged in our DV services
- 480 - community members engaged in outreach & education efforts offered by W&F Services staff



Show your support—become a sponsor.

Platinum Sponsor: \$2,000

- Logo included on all promotional materials for the month's events
- Large logo included on flyers for and signage at all events
- Logo with link to your website on YWCA NENY website and social media
- Media mention as a sponsor
- Business Partner Bag*

Gold Sponsorship: \$1,000

- Medium logo included on flyers for and signage at all events
- Logo with link to your website on YWCA NENY website and social media
- Media mention as a sponsor
- Business Partner Bag*

Silver Sponsorship: \$500

- Company name listed on flyers for and signage at events
- Link to your website on YWCA NENY website and social media
- Business Partner Bag*

Bronze Sponsorship: \$250

- Company name listed on flyers for and signage at Take Back the Night March
- Link to your website on YWCA NENY website and social media
- Business Partner Bag

Business Partner: \$100

- Business Partner Bag*
- Company name listed on YWCA NENY website and social media

YWCA NENY's reach via email and social media continues to grow daily. Your sponsorship has the potential to reach:

• Facebook: 2025+ followers • Instagram: 520+ followers • Twitter: 775+ followers • Constant Contact: 3110+ contacts

YWCA NorthEastern NY • October 2020 Sponsor Commitment Form

Business/Agency/Name

Business/Agency/Contact

Contact Title

Address

City/State/Zip

Email

Phone

Sponsor Level:

- ☐ Platinum (\$2,000) ☐ Gold (\$1,000)
☐ Silver (\$500) ☐ Bronze (\$250)
☐ Business Partner (\$100)

Payment Options:

- ☐ My check is enclosed.
(please make checks payable to YWCA NorthEastern NY)
- ☐ Pay online: http://weblink.donorperfect.com/October_2020
- ☐ Charge my:* ☐ Visa ☐ MasterCard
☐ Discover ☐ American Express

Card Number

Expiration Date

Sec. Code/CVV

Name on Card

Signature

*We cannot accept credit card payments via email. If you enter your cc number above, please mail the form.

Mail this form to: YWCA NorthEastern NY
attn: Development
44 Washington Avenue
Schenectady, NY 12305

Email this form to: kmchale@ywca-neny.org

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