



# 2024 SPONSORSHIP PACKAGE



## Contact

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# ABOUT US

Self-Help International, headquartered in Iowa, USA, is a distinguished international development organization committed to empowering communities in Ghana, West Africa, and Nicaragua, Central America. Since 1959, we have been dedicated to alleviating hunger by fostering self-reliance among rural populations and small-scale farmers.

Our approach emphasizes sustainable solutions, focusing on education, training, and leadership development to enable families and communities to meet their needs with dignity. Operating under the principle of providing a "hand up" rather than a "handout," Self-Help International is not a relief organization but a catalyst for long-term development and sustainability. Our proven track record showcases our effectiveness in helping people help themselves, ultimately improving their quality of life.

## ABOUT OUR PROGRAMS



AGRICULTURE

**TEACHING RURAL FARMERS** better agricultural practices to improve crop yields and help them grow more nutritious food.



ECONOMIC OPPORTUNITY

**EMPOWERING WOMEN** by providing business training and micro-credit loans so they can reinvest their income in their families.



NUTRITION

**IMPROVING NUTRITION** by promoting school feeding programs and by sharing information on maternal infant nutrition with new and expecting mothers.



EDUCATION

**EDUCATING GIRLS** through school programming that focuses on building self esteem, life skills such as money management, and reading support.



CLEAN WATER

**IMPROVING HEALTH** through implementation and instruction on clean water and sanitation practices.

# SPRING GALA

Self-Help International celebrates the power of change by inviting Cedar Valley residents to gether for an inspring evening of entertainment and philanthropy. Each year, attendees immerse themselves in stories of impact, witnessing firsthand how their support transforms lives abroad. This event highlights the incredible journey towards self-sustainability and community resilience that clients like Medardo, a farmer in Nicaragua, have.

**MONTH:** April 18  
**TIMELINE:** 6:00pm - 8:30pm  
 Silent Auction & Impact Stories  
**LOCATION:** Wartburg College, Waverly IA



BENEFIT	Clean Water \$5,000	Empowering Women \$2,500	Improving Agriculture \$1,000	Ending Malnutrition \$500	Teen Girls Club \$250
Website Visibility	Logo & Hyperlink to business	Logo & Hyperlink to Business	Logo	Logo	Name
Recognition in Event Program & Signs	Prominent Logo Placement	Logo	Logo	Name	Name
Recognition on SHI Social Media					
Customized Engagement*					

\* Customized Engagement Examples: Info at Welcome table, naming rights of dessert in menu, etc.

**CLEAN WATER:** Could provide clean water to 4 more rural Nicaraguan villages, impacting 600 families to lead healthier, productive lives.

**EMPOWERING WOMEN:** Could provide 10 aspiring women entrepreneurs with an initial loan to start their dream businesses, educational classes on financial literacy and business planning.

**IMPROVING AGRICULTURE:** Could empower 5 farmers with the training and input loans to grow more and better food for their families and their communities.

**ENDING MALNUTRITION:** Could provide breakfast for 10 children for an entire year in Ghana so that they can learn free from hunger pains and allow for proper brain development.

**TEEN GIRLS CLUB:** Could provide a workshop to teach essential reading and writing skills to teen girls to help them excel in school and feel confident on junior and senior high school qualifying exams, and stay in school.

# LAGS MEMORIAL WEEKEND

The Lags Memorial Golf Tournament, and the Lagsride bike ride that follows the day after, honors the memory of Dave “Lags” Lageschulte, a Waverly farm boy native and long-time supporter of Self-Help International. These weekend is filled with golf, games, and a good cause.

**MONTH:** July 11th - 13th  
**TIMELINE:** Thursday - Par 3 Challenge  
 Friday - Golf Tournament  
 Saturday - Lagsride

**LOCATION:** Prairie Links Golf Course & Waverly Rail Trail



BENEFIT	Major Sponsor + \$1,000	Golf Cart Sponsor \$500	Organize A Golf Team (4 People) \$400	Golf Hole Sponsor \$250	Lagsride Trail Sponsor \$200
Website Visibility	Logo & Hyperlink to business	Logo & Hyperlink to Business	Logo	Name	Name
Recognition in Event Program & Signs	Name on Event Banner	Name on Event Banner & on Golf Carts	Logo	Name & Logo at Tee Box	Name & Logo at Trail Head
Recognition on SHI Social Media	✔	✔	✔	✔	✔
Marketing Materials in Swag Bag	✔	✔	✔	✔	✔

\* Customized Engagement Examples: Info at Welcome table, naming rights of dessert in menu, etc.  
 \*\* SHI is willing to accept donations to include in golfer gift bags, even if not sponsoring the event.

## THE IMPACT OF YOUR SPONSORSHIP:

- \$1,000** Could empower 5 farmers with the training and input loans to grow more and better food for their families and their communities.
- \$500** Could provide a daily breakfast for 10 children in Ghana so that they can learn free from hunger pains and allow for proper brain development.
- \$400** Could provide a women entrepreneur with her first start up loan and a full year of business training and workshops.
- \$250** Could provide a reading and writing workshop to help teen girls excel in school, feel confident on qualifying exams, and motivated to stay in school.
- \$200** Could provide two trainings to help a business owner diversify their income stream and better provide for their families.

# EMPOWER WOMEN LUNCHEON

The Self-Help Luncheon to Empower Global Women is Self-Help International’s signature Central Iowa fundraising event and draws a sold-out crowd of Des Moines’ top professionals and recent retirees who believe in creating opportunities for people - especially women and girls - to escape the cycle of poverty.

**MONTH:** December 4th - TBC  
**TIMELINE:** 11:45am - 1:15pm Luncheon & Program  
 5:30pm - 7:30pm Holiday Happy Hour  
**LOCATION:** Des Moines, IA



BENEFIT	Diamond \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Presenting Sponsor Exclusive Benefits	✔			
Recognition on Event Invitation & Event Website	✔	✔		
Recognition on SHI Social Media	✔	✔	✔	✔
Tickets to Event	8 Premium Seats	8 Premium Seats	8 Preferred Seats	8 Reserved Seats

\* Customized Engagement Examples: Info at Welcome table, naming rights of dessert in menu, etc.

## THE IMPACT OF YOUR SPONSORSHIP:

**\$20,000** Could sponsor one Teen Girls Club for a year of workshops, trainings, and support. The Teen Girls Clubs inspires skills and confidence in teen girls to be able to be independent and go further in their lives.

**\$10,000** Could provide support for 30 women that work with SHI. This could include access to training workshops, farming inputs, or a startup loan for their business.

**\$5,000** Could provide reproduction of Quality Protein Maize seed corn. This seed is dispersed to the community to meet the demand for nutritious maize.

**\$2,500** Could host five skills-based or business training sessions for an entire community of women entrepreneurs.

# SPONSORSHIP FORM

## CONTACT INFORMATION

Business Name :

Contact Name :

Address : \_\_\_\_\_  
\_\_\_\_\_

E-Mail : \_\_\_\_\_ Phone Number : \_\_\_\_\_

## YES, WE WOULD LOVE TO SPONSOR SELF-HELP INTERNATIONAL

Please select the event you wish to sponsor, as well as the tier level at which you would like to sponsor.

<input type="checkbox"/> SPRING GALA	<input type="checkbox"/> LAGS MEMORIAL WEEKEND	<input type="checkbox"/> EMPOWER WOMEN LUNCHEON
_____ \$5,000 Clean Water Sponsor	_____ \$1,000 Major Sponsor	_____ \$20,000 Diamond Sponsor
_____ \$2,500 Empowering Women Sponsor	_____ \$500 Golf Cart Sponsor	_____ \$10,000 Gold Sponsor
_____ \$1,000 Improving Agriculture Sponsor	_____ \$400 Golf Team Sponsor	_____ \$5,000 Silver Sponsor
_____ \$500 Ending Malnutrition Sponsor	_____ \$250 Golf Hole Sponsor	_____ \$2,500 Bronze Sponsor
_____ \$250 Teen Girls Club Sponsor	_____ \$200 Lagsride Trail Sponsor	

## PAYMENT OPTIONS

Enclosed is my check for \$ \_\_\_\_\_ payable to Self-Help International

Please charge my credit card for \$ \_\_\_\_\_  Visa  Discover  Master Card  American Express

Cardholder Name : \_\_\_\_\_

Card Number : \_\_\_\_\_ CVV : \_\_\_\_\_

Signature : \_\_\_\_\_ Expiration Date : \_\_\_\_\_

Please return this form either by mail or email. Please also email a high resolution logo (300 dpi) prior to event.



Please e-mail form to:

**Kassi Bailey**  
Deputy Director  
kassi@selfhelpinternational.org

Please mail form to:

**DES MOINES OFFICE**  
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# Thank you for helping people help themselves!



## Contact

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