



# **ACTION** **FIGURES:**

**Hope and Heroes**



United Passaic Organization  
Sponsorship Opportunities  
Event Package

Salutations!

The most super superpower is empowering those who are deprived of access to power to pursue their happiness. The unfortunate lack in some communities has increased at an alarmingly high rate as the cost-of-living increases, but many wages do not. Community action is integral when individuals and families cry out for support as they tackle financial challenges resulting from high rental prices and increasing food costs. Non-profits and stakeholders supporting initiatives to meet the many needs of low-income families become necessary heroes for that single mother struggling to make ends meet or that senior citizen needing help with managing the costs of groceries. United Passaic Organization (UPO) presents a heroic hand to community members needing rental and grocery assistance, alleviating the most immediate challenges many low-income families in Passaic, NJ, have faced.

A lack of funding resources impacts all other aspects of one's life., Within the Passaic County, NJ area, 15.69% or 77,841 individuals are living in households with income below the Federal Poverty Level (FPL) (U.S. Census Bureau, American Community Survey, 2015-1019). Income can impact health, education, wellness, and even safety. United Passaic Organization was founded to address the needs of the most disadvantaged community members to elevate the quality of life for the Passaic community. Since 1981, UPO has served Passaic community members by helping low-income families achieve self-sustainability. UPO has worked beside local politicians, faith community members, hospitals, the Passaic school system, civic groups, and local residents to improve life in Passaic. Together we meet needs and encourage hope.

UPO has a history of effecting change. That work has included collaborating with the Passaic High School System to develop a drug abuse prevention program for parents and children while also seeking to support any efforts supporting improvements within the public school system. In efforts to protect environmental concerns, UPO spearheaded a successful litigation campaign to prevent the construction of a garbage incinerator in the neighborhood. Addressing equity, the organization also prevented and defeated redlining efforts in Passaic and partnered with city officials to promote the development of low-cost, affordable housing and increase of jobs and redevelopment plans for burnt-out areas.

Responding to the growing needs of families during the pandemic, UPO partnered with like-minded organizations to provide more support to families in Passaic. Through a partnership with Coalition Equity and Mt. Pilgrim Missionary Baptist Church, UPO has provided groceries and resources such as recipes and information sessions on healthy eating practices through UPO's food pantry. Additionally, UPO has partnered with United Community Corporation to provide hot meals and groceries every Saturday. Beyond meeting essential needs to reduce homelessness and increase housing and food security, UPO has provided supplementary services such as supplying coats and partnering with Truconnect to provide individuals with tablets. UPO continues to improve and expand as a community hub of services and resources to meet recognized areas of need. These initiatives take continued support from stakeholders who share a vision for a world where we reach our hands out and across to achieve healthier, happier self-sufficient homes. Fortunately, in this journey filled with hope and heart, there is space for heroes. We hope to welcome you as a sponsor and partner to empower and elevate the Passaic community!

Sincerely,



Mwikali N. Muindi, M.Ed.  
Resource Development Coordinator



Dr. Janelle Hall  
Executive Director



**COMING SOON!**

**ACTION FIGURES: A NIGHT OF HOPE AND HEROES**



Save the Date!  
It's going to be beautiful!

May 19th, 2023  
@ 6-10 pm  
Roman Palace  
194 Jefferson St.  
Passaic, NJ 07055

Through active advocacy, United Passaic Organization provides low-income families a chance at equitable rebirth by providing restorative resources for sustainable living. We seek to build and partner with people throughout Passaic and surrounding communities to elevate families and help fortify their next steps into a better quality of life.

# ***Mission***





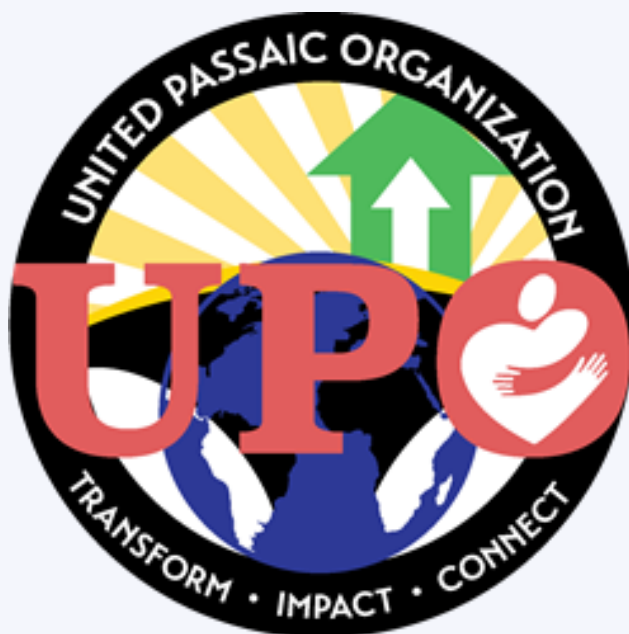
# *Vision*

United Passaic Organization is the one-stop-shop for eradicating poverty in the City of Passaic and surrounding areas. UPO's goal is to be the first stop for clients seeking assistance in the Greater Passaic Area as a trusted Community Hub providing resources and services addressing all of the community's needs.



# *Sponsorship Opportunities*



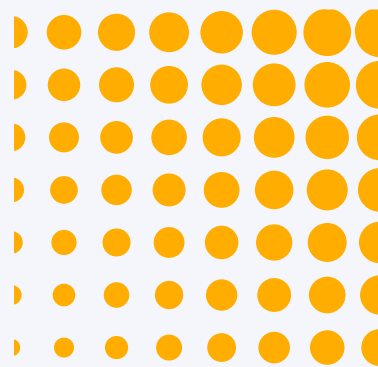


## ***SPONSORSHIP LEVEL: IT'S SUPER, MAN!***

**AMOUNT: \$10,000**

**LIMIT: 2**

- 4 VIP TICKETS TO ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- PLACEMENT ON PROMOTIONAL MATERIALS BEFORE AND DURING ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- ADVERTISEMENT IN OUR PRESENTATION DURING OUR PROGRAM
- THREE DEDICATED SOCIAL MEDIA POSTS ABOUT YOUR SPONSORSHIP
- FEATURE ON OUR WEBSITE AS A SPONSOR FOR 3 MONTHS.
- ACCESS TO VENDOR TABLE SET UP FOR UP TO 3 EVENTS



**SPONSORSHIP LEVEL:**  
**IT'S A PLANE!**



**AMOUNT: \$5,000**  
**LIMIT: 2**

- 2 VIP TICKETS TO ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- INFO PLACEMENT ON PROMOTIONAL MATERIALS BEFORE AND DURING ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- ADVERTISEMENT IN OUR PRESENTATION DURING OUR PROGRAM
- TWO DEDICATED SOCIAL MEDIA POSTS ABOUT YOUR SPONSORSHIP
- FEATURE ON OUR WEBSITE AS A SPONSOR FOR 2 MONTHS.
- ACCESS TO VENDOR TABLE SET UP FOR UP TO 2 EVENTS

**SPONSORSHIP LEVEL: IT'S A BIRD!**



**AMOUNT: \$2,500**  
**LIMIT: 2**

- 1 VIP TICKET TO ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- PLACEMENT ON PROMOTIONAL MATERIALS BEFORE AND DURING ACTION FIGURES: A NIGHT OF HOPE AND HEROES
- ADVERTISEMENT IN OUR SLIDESHOW DURING OUR PROGRAM
- ONE DEDICATED SOCIAL MEDIA POST ABOUT YOUR SPONSORSHIP
- FEATURE ON OUR WEBSITE AS A SPONSOR FOR 1 MONTH
- ACCESS TO VENDOR TABLE SET UP FOR 1 EVENT



***SPONSORSHIP LEVEL:***  
***IT'S A BUTTERFLY!***

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**AMOUNT: \$500  
(NO LIMIT)**

- UPO SWAG BAG W/ SPECIAL GIFT ITEMS.



## Sponsor Commitment Contact Information

**Sponsor Name:** \_\_\_\_\_ (as it should appear on materials)

**Sponsor Contact Person** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_

If included with your sponsorship, how should we tag you? **On Facebook:** @\_\_\_\_\_,  
on **Instagram** @\_\_\_\_\_

**How would you like to be acknowledged for your sponsorship?**

- Logo inclusion** (please email your logo to [UPOFundraising@unitedpassaic.org](mailto:UPOFundraising@unitedpassaic.org).)
- Company Name** (no logo)
- Family Name**
- Please keep my sponsorship anonymous**

**Payment Sponsorship Level:** \_\_\_\_\_

- I'd like to pay using:** PayPal.me/UnitedPassaicOrg
- I'd like to pay by check** (Please send me an invoice)

*\*\*Please mail checks to:*           United Passaic Organization  
  1 Howe Ave., Suite 301  
  Passaic, NJ 07055

**Commitment:** *By signing below, you confirm your personal or organization's commitment to sponsor United Passaic Organization*

- For [Name of Event (if applicable)]: \_\_\_\_\_ or,*
- In support of ongoing community action efforts.*

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

What's next? Please send your high resolution (JPG) logo to [info@unitedpassaic.org](mailto:info@unitedpassaic.org).

***Thank you  
for your support!***

***Your sponsorship helps  
UPO make a difference in  
Passaic.***

**Somewhere there will be  
more hope because you  
chose to be a hero!**

**United Passaic Organization  
1 Howe Ave., Suite 301, Passaic, NJ 07055  
[www.unitedpassaic.com](http://www.unitedpassaic.com)**