

# KEYS TO LIVE AGAIN



SHC

PRESENTED BY

**ally**  
do it right.

[KEYSTOLIVEAGAIN.COM](http://KEYSTOLIVEAGAIN.COM)

Dear Community Partner,

Thank you for serving as a Key Ambassador of Supportive Housing Communities' Keys to Live Again Presented by Ally. This year marks the 11th anniversary of our signature event.

Keys to Live Again will be a hybrid event this year, taking place in person at the Charlotte Convention Center on Thursday, April 28, 2022 at 12pm. We will also offer the program virtually, for those who are unable to join us in person. Sponsors and Key Ambassadors will be invited to join us for the in-person event.

By volunteering as a Key Ambassador, you and your guests will be invited to share an afternoon of entertainment as we celebrate the history of Supportive Housing Communities (SHC), honor key supporters, and share our successes in helping the chronically homeless in Mecklenburg County during these unprecedented times.

Residents of our community and clients of SHC have been hit hard by the COVID-19 pandemic. SHC strives to find innovative solutions to help prevent chronically homeless activity. Our clients suffer disabling conditions and they've battled job and income loss - all which has been exacerbated by the pandemic. SHC leverages outreach programs to proactively find keys for our homeless residents. One you might be familiar with is "Tent City" where SHC collaborated with Mecklenburg County officials and other agencies to assist the homeless living there into more stable housing. We're passionate and focused assisting homeless individuals with obtaining and keeping safe, affordable housing.

Gather your guests and join for the event. You'll understand firsthand what challenges our homeless clients face through their stories. Learn what programs and facilities the SHC team manages to support our clients. We're certain once you see the opportunity we have to support our residents, you'll be inspired to donate. Be the key to their next chapter and help make the dream of safe, affordable housing a reality - the Keys to Live Again.

## CONTACT

Bella Gates Gordan  
Stewardship Coordinator



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[bella@aplacetoliveagain.org](mailto:bella@aplacetoliveagain.org)

## HOW WE'LL GET THERE — WE NEED YOU!

# \$500,000

### OUR GOAL

- \$250,000

IN CORPORATE SPONSORSHIPS



# \$250,000

### LEFT TO RAISE

#### HOW DO WE GET TO THE \$250,000?

80 KEY AMBASSADORS  
X 20 INVITED GUESTS  

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1,600 INVITED GUESTS

\$150 DONATION  
X 80 KEY AMBASSADORS  

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\$12,000

\$150 DONATION  
X 1,600 INVITED GUESTS  

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\$240,000

## Did you know?

**\$100 donation** can provide minimum rent payments for subsidized housing for one month.

**\$250 donation** can provide groceries for one month for a family.

**\$500 donation** can provide economic mobility expenses for residents (bus passes, security deposits, house inspections, etc.).

Register online at [keystoliveagain.com](http://keystoliveagain.com) to become a Key Ambassador

How YOU can help us get there:

- Consider a \$150 donation as the Key Ambassador and ask your guests to join you.
- Invite your family, friends and colleagues to register and attend the event.
- Invite friends who can't join us on April 28th to make a donation at [keystoliveagain.org](http://keystoliveagain.org).
- Raise a total of \$2,500 from your contribution and your guests' contributions.

How to REGISTER for the event:

- You and your guests can register online at [www.keystoliveagain.org](http://www.keystoliveagain.org).
- You will register as a Key Ambassador and your guests will select a Virtual Ticket and select you as their Key Ambassador when prompted to select the last name of the person that invited them.

We encourage you to not wait. Email or call your guests TODAY to extend a personal invitation to join you and SHC in the mission to alleviate homelessness and human suffering.

If you have any questions or concerns, now or in the future, please do not hesitate to contact Bella Gordon, Stewardship Coordinator at [bella@aplacetoliveagain.org](mailto:bella@aplacetoliveagain.org).

Here is a sample script to make guest communication simple.

Dear [Invitee],

I am honored to be a Key Ambassador for Supportive Housing Communities' Keys to Live Again. I would love for you to join me as my guest as we celebrate the history of SHC, honor key supporters and share our successes in helping the chronically homeless in Mecklenburg County for the past 30 years, and especially during these unprecedented times.

The event is SHC's most popular and important fundraiser of the year. It is so important now to help our most vulnerable members of the community live in safe and affordable homes—it's arguably the most important foundation from which to build upon an independent and happy life.

The event will take place virtually on April 28, 2022 at 12pm.

I hope you will join me as my guest! You can register online for the event at [keystoliveagain.org](http://keystoliveagain.org). Register for a virtual ticket and select me as your Key Ambassador when prompted to select the last name of the person that invited you. If you are not able to attend, we hope you will consider making a donation to improve the lives of those we serve. Thank you for your support!

Warmly,  
[Your Name]

