Lesley M. Warrick
Executive Director
February 2017
• Award-winning non-profit 501(c)(3) founded in 1989
• Located in Port Everglades, Florida
• Provides essential services to seafarers, who spend their lives on the water
• Visit with as many as 150,000 seafarers annually
• Open throughout the year
Our mission:

To offer refuge, resources, renewal and respect to the maritime community through multi-faith service.
Our port: Broward County’s Port Everglades

- This year we will have over 4000 ships calling at Port Everglades.
- Over 4.0M cruise passengers and expected to reach 5+ million in 2029
- Standing world record for the most cruise guests in a single day: 55,885 on 3.13.16
- Cargo service to 150 ports and 70 countries
- Estimated 789,000 seafarer visits annually
Economic Impact of Port Everglades

- Delivers every drop of jet fuel and gasoline sold in South Florida
- Delivers most of our lumber, steel and cement
- Contributed $29.9 billion in FY2015 to Florida’s economy

Port Everglades is the engine that drives the commerce of Broward County.
- Sun-Sentinel
At the port, Christmas in a shoe box

Volunteers reach out to Mariners
**SFH SHOEBOX CHRISTMAS**

**By the Numbers**

- $13,365 = in-kind donations
- $2,150 = cash donations
- $3,000 = SFH budget line
- *14 collection box host sites
- $17,724 = $12 a box x 1,477 boxes
- 130 Delivery volunteers
  - (Get signed waivers!)
- 2060 Volunteer hours = $45,849 (using $22.08 FL vol rate)
- 1,477 gifts delivered on 86 ships
Shoebox Campaign Timeline: JUNE

- Initial Planning Session with Core Team
  - Volunteer core – 8 people
  - Staff support – 2 people
  - Oversight – Fr. Perkins
- Publicize and Brand (Staff)
  - Program Logo (V & S)
  - E-newsletters
  - Volunteer Broward site, etc. posts
  - Mariner Friendly Congregations
  - SFH Business Cards for Key Volunteers
  - Refresh SFH Website
  - Collection box wrapping party (V)
  - Full e-blast list – approx 3,000
    - Corporations
    - Congregations
    - Civic Groups/Clubs
    - Individuals
Shoebox Campaign Timeline: JUNE

– June 25 – Day of the Seafarer –
  Launch Shoebox Christmas Collection
  • Point of Entry Event (POE)
  • Lunch, wrapping, packing in partnership with
    specific group
  • SIU Chapter – partners/prospects
  • Broward College Students – partners/prospects
  • WISTA South Florida Chapter – partners/prospects
  • Mariner Friendly Congregations – partners/prospects
  • Include tour of mission and tour of port
  • Pre-wrapped collection boxes and signs on hand
  • Sign-up sheets for involvement
  • Volunteer ambassadors and Board Chair present
**Shoebox Timeline: JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER**

- COLLECTION and OUTREACH ONGOING
  - Collection Box Deliveries and Pick Up by volunteers/staff
  - Liaison with shoe store partner(s) for empty boxes
  - Speaking engagements – telling our story and always mentioning the program
  - August – One Ask Letters to Corporations
  - November – Key fundraiser aboard ship – public launch of program
  - November - Add tag line to outgoing emails for ALL staff
Shoebox Timeline: JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER, JANUARY

- STAFF TASKS
  - Intake of items logged by staff
  - Thank you letters go out as quickly as possible – include photos
    - Thank donors
    - Thank volunteers
    - Thank corporate sponsors
  - Emails to full board reminding them of involvement
  - Post, post, post photos/tweets/press releases
  - Follow up with stragglers
  - Finalizing reports
  - Track student service hours

PUBLICITY DRIVEN - VOLUNTEER DRIVEN
Deliveries Scheduled by Volunteer
Delivery Vans driven by Volunteers
Gift Deliveries made by Volunteers/Staff
Shopping done by Volunteers/Staff

DECEMBER and JANUARY DELIVERIES!

(Meanwhile – in the Casa......)
December 2008

Hello Lesley,

Hansaland and her crew are now here in the other side of the world, Bremerhaven, Germany. We miss the Seafarers House in Port Everglades specially this holiday seasons but it’s very nice to hear from you. We wish you all an advance Happy Holidays!

Best regards,
Capt. Francisco Rondain
Master-HANSALAND
Merry Christmas and Happy New Year!

“I’m very often thinking about Florida, USA. For me, America is Port Everglades above all Seafarers’ House. This is perfect home for seamen from different countries.”

“P.S. I never forget your help and hospitality in Christmas time.”

Tomasz Bukowski of Zelistrezewo, Poland
From Arawak Chief Ship
Shoebox Timeline: JANUARY, FEBRUARY

- STEWARDSHIP
  - Thank you letters and emails
  - Include photos
  - Inform them of impact
  - Calls to request follow up meetings
    - To discuss other ways to get involved
    - To speak to a larger group
    - To secure sponsorships
  - Celebrate and thank!
FRIENDS – Old and New

- *AMO (Board)
- BB&T (Volunteer Broward)
- Broward College (Honoree/Staff)
- Broward Navy Days (Staff/Board)
- Cliff Berry, Inc. (Board)
- *Carnival Foundation (Board & Personal visit)
- *Community Capital Management (Vol. Broward)
- Crowley Cares (Board & Personal call)
- FLL Women’s Club (Staff)
- *Humana (Vol. Broward)
- International Warehouse Services (Board)
- *JetBlue Airways (Vol. Broward)
- Landmark Bank (Staff)
- Lou Bachrodt Chevrolet (Staff)
- *Moss & Associates (Honoree Org.)
- Payless Shoes (Volunteer)
- SEACOR (Board)
- *Tropic Oil (Special Event/Board)
- *United HealthCare (Volunteer Broward)
- WISTA (Membership/Board)
National Value of Volunteer Time - $23.56 per hour (estimated value for 2015)

The estimate helps acknowledge the millions of individuals who dedicate their time, talents, and energy to making a difference. Charitable organizations can use this estimate to quantify the enormous value volunteers provide.

According to the Corporation for National and Community Service, about 62.8 million Americans, or 25.3 percent of the adult population, gave 7.9 billion hours of volunteer service worth $184 billion in 2014. For the latest information, please see volunteeringinamerica.gov. The 2016 number will be released in April 2017.

https://www.independentsector.org/resources
VOLUNTEER VALUE

VOLUNTEER VALUES

- Sample States by ascending value
  - MS = $19.51 per hour
  - AL = $21.22 per hour
  - FL = $22.08 per hour
  - LA = $22.67 per hour
  - TX = $25.11 per hour
  - CA = $27.59 per hour
  - NY = $27.59 per hour
  - CT = $27.77 per hour
  - VA = $26.09 per hour
  - WA = $28.99 per hour
  - MA = $29.99 per hour

- Canada = 13.3 million volunteers = 2.1 billion hours of time = $50 billion (2012)
- US = 62.6 million volunteers = 7.8 billion hours of time = $184 billion (2015)

National Value of Volunteer Time - $23.56 per hour (estimated value for 2015)

The value of volunteer time presented here is the average wage of non-management, non-agricultural workers. This is only a tool and only one way to show the immense value volunteers provide to an organization. The Bureau of Labor Statistics does have hourly wages by occupation that can be used to determine the value of a specialized skill.

It is important to remember that when a doctor, lawyer, craftsman, or anyone with a specialized skill volunteers, the value of his or her work is based on his or her volunteer work, not his or her earning power. In other words, volunteers must be performing their special skill as volunteer work. If a doctor is painting a fence or a lawyer is sorting groceries, he or she is not performing his or her specialized skill for the nonprofit, and their volunteer hour value would not be higher.

https://www.independentsector.org/resources
BENEFITS

• We will request support from your organization once a year, eliminating multiple requests throughout the year for various events.
• Packages can be tailored to meet sponsor needs.
• Receive recognition for sponsored area(s) plus as an Annual Philanthropic Partner
• Annual Commitment of $20,000 or more
• Silver Sponsorship of the South Florida Business Leaders’ Luncheon, Value $2,500
• Silver Sponsorship of the International Golden Compass Award Gala, Value $9,000
• Transportation Fleet Sponsor, Value $30,000

Total Value: $41,500
Annual Investment: $35,000

Company A Sample

$20,000
In addition to the benefits as a Silver sponsor of both the Business Leaders’ Luncheon and Golden Compass Awards Dinner, and benefits of the Transportation Fleet Sponsor, Company A will receive:

• Logo as an Annual Philanthropic Partner on the Seafarers’ House website
• Exclusive invitation to a special lunch at the Casa with members of the Board of Directors and Executive Director
• Annual Partner feature story in Seafarers’ House e-newsletter mailed to more than 3,000 individuals, and on the Seafarers’ House website
• Social media postings highlighting the Annual Partnership
• A press release announcing our partnership
• Finalize sponsorship program and materials - Jan 2017
• Identify targets and begin cultivation plans - Jan 2017
• Highlight Partnerships on web and other materials – Feb 2017
• Set meetings and present proposals beginning - Feb 2017
• Monitor program and adjust accordingly - Ongoing
We thank you for your time today!