

**Billings** Downtown  
Starts here.



## Spare Change for Real Change

Thanks to sponsors like you, we have been able to grant over \$12,000 in the last two years, and the difference has already been felt in Billings. Simple needs have been met, such as a bike rack for the homeless veterans at VOA's Independence Hall, coats, blankets, and personal items from Tumbleweed, and laundry facilities at the St. Vincent Charity office. People have been able to take the first step into their own home with our grants for security deposit assistance through the Billings Family Drug Court and the Billings Housing Authority. Jobs have been found on new computers and work stations at the Montana Rescue Mission. The very difficult of case management has been made a little easier thanks to new laptops for The Hub.

Every one of these situations was made possible because people chose to support what has turned out to be a wildly popular 5K event. The hard work has been done and this event has a great foothold in the calendar of the community. The office of the BID started receiving emails about registering for the next event just a few weeks after the race! We have partnered with Montana Timing for a second year, so the racers can count on a very exciting and professionally executed event to start off their season of running with a bang!

Spare Change for Real Change was started in 2005 by the Business Improvement District, and enjoys the status of a non-profit organization with no administrative costs. This means that nearly all of the money collected through sponsorships and race entry fees goes directly to granting. The majority of the race costs are covered by sponsorships or donations.

We invite you to join us again this spring as we run 5K for our health and take big steps to combat homelessness in Billings. Your help will make a big difference.

Due February 5, 2012



# Sponsor Commitment Form

## Company Information

Company/ID should Read \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Selection

- \$250—SPARE CHANGE SPONSOR  
 \$500—REAL CHANGE SPONSOR  
 IN-KIND SPONSORSHIP

VALUE \$

DESCRIPTION:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SPARE CHANGE SPONSORSHIP INCLUDES:

Name and logo placement on all event posters, Spare Change website, Downtown Billings website & Facebook page, Twitter and Constant Contact, as well as any other promotional materials.

## REAL CHANGE SPONSORSHIP INCLUDES:

Spare Change level, plus name and logo placement on event T-shirts and banner display at 5K finish line and festivities as well as on the Crit course.

**\*Note: Sponsorship will apply to both the Purple 5K and the Downtown Crit.**

## Payment Information

Payment is required with this application. Payable to: Spare Change for Real Change

- Check# \_\_\_\_\_ enclosed in the amount of \$ \_\_\_\_\_
- Please charge my  VISA  MasterCard In the amount of \$ \_\_\_\_\_
- Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Print Name as it appears on Card \_\_\_\_\_
- Authorized Signature \_\_\_\_\_

## Important Information

1. Please include company logo in electronic format along with brief company summary (50 words max) for Spare Change for Real Change promotional material.
2. Or mail to: Downtown Billings Association-2815 2nd Ave. N.-Billings, MT 59101 • Phone: 406-294-5060 • Fax: 406-294-5061 • WWW.DOWNTOWNBILLINGS.COM
3. Company Banner if applicable.



For Immediate Release  
Oct 20, 2011

Spare Change for Real Change is pleased to announce the recipients of the Spare Change for Real Change Grant for 2011. Four organizations received grant awards this year totaling \$7,500.00. The main recipient is the Housing Authority of Billings in the amount of \$4,500.00 for HUD-VASH security deposit assistance that helps homeless veterans re-establish their own housing situation. We will also be awarding the hub \$1000.00 to be used for new laptops for their case workers when they are doing outreach and home visits. Also chosen is Tumbleweed in the amount of \$1000.00 to be put toward outreach supplies for homeless and runaway youth. Finally, \$1000.00 will be given to Yellowstone County Family Drug Treatment Court which will also be used for security deposit assistance for clients when they are ready for independent housing as they successfully move through their treatment course.

The Board of the Downtown Billings Business Improvement District (BID) established the fundraising and public education campaign Spare Change for Real Change in the fall of 2005 with two major goals in mind. The first was to encourage the public to reconsider their method of giving, reminding them that while change given to a panhandler is too often used to feed an addiction, there are other, better ways to give. As a Business Improvement District, it is the organization's responsibility to consider the welfare of the local businesses, but to do so with a heart for all members of our community, which resulted in the Board's second goal through Spare Change for Real Change; educating and caring for the community downtown and across the city of Billings.

This year, Spare Change for Real Change has grown. Last year, our goal was to be able to grant \$5,000.00, and this year we grew that goal to \$7,500.00 and that goal was met. The second annual Purple 5K and Downtown Crit were great successes, drawing over 300 participants to downtown, and raising unprecedented money and awareness for the program. Donations were made to local and national charities in the name of the winners of these events, including the Hub, The Women and Family Shelter, and the Montana Rescue Mission. These events will continue to be held on an annual basis. As they grow, so will the effectiveness of the grant program, and so will the public awareness of the situation of the homeless citizens of Billings and the organizations that work so hard to transition them back to a safe, secure, and warm housing.

Further support of the program comes through sponsorships of donation meters, currently located at the Parmly Billings Library, the Crowne Plaza Starbucks downtown, MSU Billings' Student Union Building, King of Glory church, and the Downtown Billings Alliance offices. Funds raised through these sponsorships and the events will be granted annually to organizations collaborating with the Mayor's Committee to combat homelessness in Billings.

Please join us on Friday, October 28 for a media event where we will present the checks to the chosen organizations. To learn more about Spare Change for Real Change, visit [www.4realchange.org](http://www.4realchange.org)

Contact:

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