



The  
**Branches  
Outreach**  
"Where All Are Welcome"

**Alana Maldonado**  
Executive Director  
The Branches Outreach  
201 Hirst Ave.  
Rio Grande, NJ. 08242

November 13<sup>th</sup>, 2025

Dear Community Partner,

When freezing temperatures hit and Code Blue is declared, **The Branches Outreach** extends its hours to serve as a **daytime warming center**—offering warmth, food, showers, coffee, and safety to neighbors with nowhere else to go.

During the **2024–2025 winter season**, Cape May County experienced **74 Code Blue days**. Each one meant longer hours, higher utility costs, and more guests seeking shelter from the cold. Our guest count nearly doubles—from an average of 44 in the summer to more than 77 each winter day.

Each Code Blue day brings added expenses:

- **Utilities:** increased heat, hot water for showers, and electricity for extended hours
- **Supplies:** coffee, food, paper goods, cleaning materials, and personal care items
- **Staffing & Security:** ensuring the safety and comfort of all guests
- **Emergency Support:** gloves, hand warmers, and transportation assistance

Every dollar helps us cover these essential needs. Together, we can make sure **no one in Cape May County faces the cold alone**.

To learn more about our mission, visit [www.TheBranchesOutreach.org](http://www.TheBranchesOutreach.org).

*The Branches Outreach is a registered 501(c)(3) nonprofit organization, and donations are tax-deductible to the extent allowed by law.*

Warm regards,

*Alana Maldonado*

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## Sponsor a Day of Warmth Challenge

Last winter, The Branches Outreach extended hours **74 times** to protect our most vulnerable neighbors during Code Blue weather.

It costs about **\$750 each day** to operate our Warming Center—covering heat, water, food, staff, and essential supplies.

This year, our goal is to raise **\$50,000** to help fund these **life-saving winter operations**.

Your sponsorship helps keep the heat on, the coffee hot, and the doors open when it matters most.

### Code Blue Sponsorship Levels & Recognition

Sponsorship Level	Amount	Impact	Recognition
 <b>Champion of Warmth</b>	<b>\$5,000</b>	<b>1 week (=7 days)</b> of Code Blue operations—heat, water, meals, coffee, staffing, supplies.	Personalized thank-you letter, featured social spotlight, recognition at the coffee station for your sponsored week, year-round website recognition.
 <b>Winter Friend</b>	<b>\$1,500</b>	<b>2 full Code Blue days</b> —warmth, hot meals, showers, safety for ~150 guest visits.	Recognition as a multi-day sponsor on social media, thank-you letter, signage at the coffee station during your sponsored days.
 <b>Day of Dignity</b>	<b>\$750</b>	<b>1 full Code Blue day</b> —keeps the center open, heated, staffed with meals, coffee, and care.	Personalized thank-you letter, “Sponsor of the Day” social post, signage during your sponsored day.
 <b>Warm Hearts Partner</b>	<b>\$500</b>	Meals, coffee, and daily supplies for dozens of guests; helps cover utilities	Thank-you letter + mention in mid-season “Code Blue Supporters” post.
 <b>Neighborhood Helper</b>	<b>\$250</b>	Personal care essentials and hand warmers for guests.	Group “Code Blue Supporters” post.

# Sponsorship Form

Name or Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

Would you like to be publicly recognized for your sponsorship?

Yes, please include our name in social media thank-you's

No, we prefer to remain anonymous

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## Payment Options

You can donate through Zeffy or you can mail a check out to:

**The Branches Outreach**

201 Hirst Ave.

Rio Grande, NJ 08242

Check enclosed (payable to *The Branches Outreach*)

We will donate online at <https://www.zeffy.com/en-US/donation-form/warmth-for-winter>



**Your gift keeps our neighbors warm—body and soul.**

*Every dollar helps us extend our hours, serve coffee, offer compassion, and provide safety when the weather turns cold.*