

# See Hope Grow

Experience a Night at TreeHouse



**Online Broadcast | April 29, 2021 | 7PM**

## It takes a community to see hope grow.

This April, See Hope Grow will give people an opportunity to step inside a program night at TreeHouse for a guided experience—so they can see firsthand how teens are finding community, love, and support.

### MORE THAN A VIRTUAL EVENT

See Hope Grow will debut on April 29 as donors, partners, and teens from TreeHouse sites across the country watch the broadcast premiere. But this is more than a virtual event—it's a strategic opportunity to engage partners throughout the year with creative, compelling content that will live beyond its premiere.

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| ▶ 30-minute program on April 29 featuring a 20-minute, documentary-type film of TreeHouse | ▶ Viewers will experience a night at TreeHouse—seeing how a community works together to end hopelessness among teens | ▶ Film will feature volunteers, staff, and community members, as well as various teens | ▶ Entire program will be available for viewing after the event, and repackaged as content for fundraising, marketing, sales, and recruitment |
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TREEHOUSE

**We seek to raise \$100,000 to underwrite See Hope Grow—** allowing us to produce and distribute this intimate portrayal of a night at TreeHouse.

**\$40,000** provides funding for **event production**—packaging the experience of multiple TreeHouse locations and sharing it with creative writing, filming, editing, and storytelling.

**\$25,000** facilitates the **repackaging and distribution of See Hope Grow content** to strategically aid growth engagement in fundraising, marketing, sales, and recruitment.

**\$15,000** funds **technology and streaming needs** for See Hope Grow, including promotion and building of the back-end structure for collecting data and receiving donations.

**\$10,000** helps provide for the **creative and marketing** aspects of See Hope Grow—bringing all the pieces together for a compelling and successful event.

**\$5,000** allows us to **advertise** for See Hope Grow—both now and throughout the year—with social media and digital ads.

PARTNER LEVEL	NUMBER OF GIFTS	TOTAL
\$40,000	1	\$40,000
\$25,000	1	\$25,000
\$15,000	1	\$15,000
\$10,000	1	\$10,000
\$5,000	2	\$10,000

**TOTAL GIVING**

**\$100,000**

### About TreeHouse

TreeHouse is on a mission to end hopelessness among teens. We offer safe, grace-based environments and one-on-one mentoring that help teens build resiliency, form healthy relationships, establish positive coping skills, and actively plan for their futures. Transformation happens from the inside out as teens come to believe they are lovable, capable, and worthwhile. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in communities everywhere. Learn more at [TreeHouseHope.org](https://TreeHouseHope.org)