



Sponsorship Opportunities 2024



Serving Detroit, Hamtramck, Harper Woods, Highland Park & the 5 Grosse Pointes

1333 Brewery Park Blvd. Ste. 200 | Detroit MI 48207 | 313-446-4444

www.DetroitSeniorSolution.org



OUR HISTORY



We Are All Aging

The Detroit Area Agency on Aging (DAAA) values our partnerships with corporate and individual donors supporting our programs and services. In 1988 DAAA staff launched a grassroots effort to raise donations and volunteers that helped deliver holiday meals to homebound seniors. Thirty-four years later, holiday giving has evolved into **Annual Giving supporting more than meals.**

Annual Giving and sponsorships for DAAA help **fund our mission** as we work to educate, advocate, and promote healthy aging to enable people to make choices about home and community-based services and long-term care that will improve their quality of life.

DAAA serves older persons, adults with disabilities, and caregivers in Detroit, Hamtramck, Harper Woods, Highland Park & the 5 Grosse Pointes for over 42 years. Your support provides the fuel that keeps our work in the community going.



DONOR IMPACT

We Are All Aging

Funding Our Mission

OUR MISSION

To educate, advocate, and promote healthy aging to enable people to make choices about home and community-based services and long-term care that will improve their quality of life.



Serve the most diverse region of older adults 60+.



Community Engagement In Metro Detroit Region.



Fund essential services that support aging in place.



Donations support services that meet seniors where they are.





MEASURABLE BENEFITS

Corporate Sponsorship

Seniors know and trust DAAA to provide programs and services that enhance their quality of life while aging. Older adults look to us for solutions to most of the areas impact their lives - healthcare, nutrition, finances and more.



Corporate Volunteerism & Community Engagement



100% of donations benefit older adults in Metro Detroit



Trusted Community Partnerships for over 44 years



CORPORATE VOLUNTEERISM

Celebrating aging in the communities we serve helps combat agisms in a state ranked fourth in the nation for a growing population of 60 yrs old and up.



Holiday Meals on Wheels is one of our organizations largest volunteer opportunities. We invite corporations to join our dynamic team by volunteering through:



Meal Preparation



Meal Delivery to
Seniors



Meal Distribution

* Customized volunteer opportunities are available.

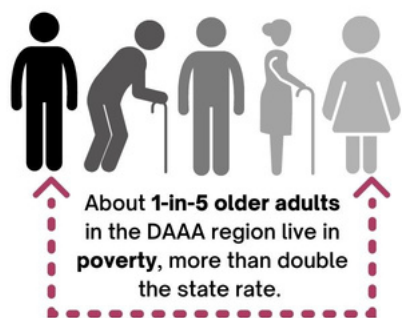


OUR DEMOGRAPHICS

We Are All Aging

Detroit Area Profile of Older Adults - 2022

Demographics	DAAA Region		Michigan
Age Range	Number	% of Total Senior Population	% of Total Senior Population
Age Range 60-64	45,285	29%	29%
Age Range 65-74	63,131	41%	42%
Age Range 75-84	30,432	20%	20%
Age Range 85+	14,729	10%	9%
Total Population (Age 60+)	153,540	20%	24%
Race/Ethnicity Age 60+	Number	%	%
White	31,957	21%	78%
Black/African American	112,124	74%	14%
Asian	1,948	1%	3%
Other Race/More than One	2,640	4%	5%
Ethnicity	Number	%	%
Hispanic (Of Any Race)	4,602	3%	5%
Veteran Status	Number	%	%
Veterans Age 65+	14,710	14%	17%



22% of older adults in Region 1-A live below poverty versus 9% w/in the State of Michigan.

20 %
of the population is over age 60.

153,540

older adults aged 60+ live in the DAAA Service Area.





SPONSORSHIP MOMENTS





HOLIDAY MEALS ON WHEELS



HOLIDAY MEALS ON WHEELS

Holiday Meals on Wheels began in 1988 as a grassroots effort initiated by DAAA staff. Private contributions make meals possible - there is no federal funding for this program. It is a great way to break isolation and share smiles while providing a hot traditional holiday meal to those who might go without otherwise.



1

IT TAKES A VILLAGE

DAAA Communications + Nutrition + Transportation
+ Human Resources + Trio Community Meals +
DAAA Providers + Local Dessert Vendors



2

STREAMLINED PROCESSES

Weekly team meetings + new volunteer process
to keep everyone safe this year

New volunteer positions / new group
relationships



3

NEW

Good Cookies Relationship
Happy Thanksgiving Video
Split delivery dates (2 different timeframes)
Trio Community Foods support increased

1,900
HOME-DELIVERED
MEAL CLIENTS

3,500
SENIOR
APARTMENT
RESIDENTS

16,300
TOTAL MEALS

50,000
FORD FUND
14TH YEAR

45,000
DTE FOUNDATION
12TH YEAR

95K⁺
PROGRAM DONATIONS

50

VOLUNTEERS OVER THE 4 HOLIDAYS
*UNDER COVID RESTRICTIONS

DETROITSENIORSOLUTION.ORG

DONOR OPPORTUNITIES

1

Digital Marketing
(Email, Web, Social Media)

2

Branded Sponsored By
Labels on Meal Container

3

Holiday Greeting (letter,
card, branded giveaway)

4

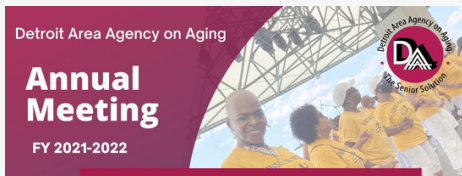
Corporate Volunteerism
Community Engagement

5

Local Media
TV, Radio, Print



ANNUAL EVENTS

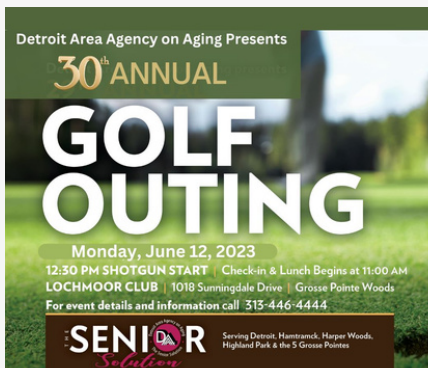


Annual Agency Meeting

Fellowship Chapel

May 20, 2024

(All DAAA Staff, the Board of Directors, and the Advisory Council are in attendance.)



31st Annual Golf Outing

Lochmoore Club

Grosse Pointe Woods

June 10, 2024

(Private country club that caters to golfers with manicured greens and amazing cuisine.)



16th Annual Summer Cruise

Ovation Yacht

St. Claire Shores

August 9, 2024

(First Class service, seafood buffet, and entertainment on the largest yacht.)



SPECIAL EVENTS

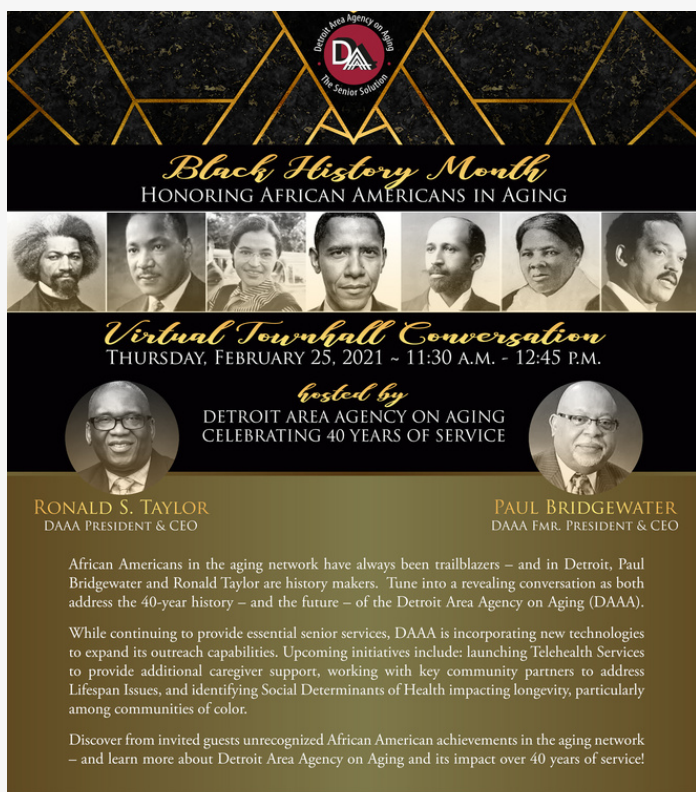
Senior Fashion Show

Sold out event in 2023 with over 200 attendees combating ageism stereotypes and reinforced healthy aging.



Trailblazers In Aging

African American trailblazers in the aging network was launched in 2021 via a virtual recording.





GIVING LEVELS

Corporate Investment Levels

Detroit Area Agency on Aging is hard at work creating a community that cares for the vulnerable and advocates for the well-being of our constituents. We value community partners. And we also value partnerships that help us give older adults the quality of life we all deserve. Your donation is an investment directly impacting seniors in our region.

Holiday & Annual Events Sponsorship

\$75,000

Customized Branded Packages

Holiday Sponsorship

(Thanksgiving, or Labor Day
Holiday Meals on Wheels)

\$50,000

Customized Branded Packages

Annual & Special Event Sponsorship

\$20,000 - \$80,000

Customized Branded Packages

For more information, please contact DiAnna Solomon at solomond@daaa1a.org.

Donations are tax-deductible. Net proceeds will benefit programming at the Detroit Area Agency on Aging 501c3. Our Tax ID is 38-2320421.