

7. **CONDF050725MHm** APPROPRIATING \$2,500 FROM NEIGHBORHOOD DEVELOPMENT FUNDS IN THE FOLLOWING MANNER: \$1,500 FROM DISTRICT 8; AND \$1,000 FROM DISTRICT 9; THROUGH THE OFFICE OF MANAGEMENT AND BUDGET TO MARYHURST, INC. FOR SPONSORSHIP OF THEIR 33RD ANNUAL JOURNEY OF HOPE LUNCHEON.

5/7/25 Appropriations Committee Approved

**Sponsors:**

CONF050725MHm

**Louisville Metro Council  
Originated NDF**

**Primary Council Member:** Ben Reno-Weber

**Appropriation Amount:** \$2500

**Specifically describe the charge to NDF attaching supporting documentation to fully describe the expenditure and describe the public purpose:**

An appropriation of \$1500 from D8 and \$1000 from D9 NDF funds to sponsor a table at Maryhurst, INC's, 33rd Annual Journey of Hope Luncheon, on May 8th, 2025. Funds raised will be used to prevent child abuse and provide counseling, residential, and aftercare services for affected children. Tickets will be distributed to the public first come, first serve basis by Maryhurst, INC.

**Entity Hosting Event:** Maryhurst, INC.

**Entity Mailing Address:** 1015 Dorsey Lane, Louisville, KY 40223-2612

**Entity Contact:** Lori Cecil lori.cecil@maryhurst.org

**Contact Phone:** 1-502-271-4253

**Attachment required:**

- **Sponsorship of an event:** Attach an event flyer and/or details regarding how the event was publicized.
- **Admittance to an Event:** Attach a list of persons whose admission was paid by this expenditure.
- **Fundraiser:** Specifically disclose how the net proceeds of this fundraiser will be used.

**I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.**

8	<u>Ben Reno-Weber</u>	\$1500	04/20/2025
District #	Primary Sponsor Signature	Amount	Date

**Appropriations Committee Chair**

**Date**

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.

Effective May 2016

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**Applicant/Program:** Maryhurst, INC. / 33rd Annual Journey of Hope Luncheon

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.

District 1	_____	\$ _____
District 2	_____	\$ _____
District 3	_____	\$ _____
District 4	_____	\$ _____
District 5	_____	\$ _____
District 6	_____	\$ _____
District 7	_____	\$ _____
District 8	_____	\$ _____
District 9	<i>A P Am</i>	\$1000.00
District 10	_____	\$ _____
District 11	_____	\$ _____
District 12	_____	\$ _____
District 13	_____	\$ _____
District 14	_____	\$ _____
District 15	_____	\$ _____

Effective May 2016

**Applicant/Program:** Maryhurst, INC. / 33rd Annual Journey of Hope Luncheon

**Additional Council Office Disclosure**

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.

District 16 \_\_\_\_\_ \$ \_\_\_\_\_

District 17 \_\_\_\_\_ \$ \_\_\_\_\_

District 18 \_\_\_\_\_ \$ \_\_\_\_\_

District 19 \_\_\_\_\_ \$ \_\_\_\_\_

District 20 \_\_\_\_\_ \$ \_\_\_\_\_

District 21 \_\_\_\_\_ \$ \_\_\_\_\_

District 22 \_\_\_\_\_ \$ \_\_\_\_\_

District 23 \_\_\_\_\_ \$ \_\_\_\_\_

District 24 \_\_\_\_\_ \$ \_\_\_\_\_

District 25 \_\_\_\_\_ \$ \_\_\_\_\_

District 26 \_\_\_\_\_ \$ \_\_\_\_\_

Effective May 2016



Commitment Form – Please complete and return no later than April 1, 2025



YES, I would like to support Maryhurst's 2025 Journey of Hope event by committing to the following level of investment:

(indicate total amount here: \$2500)

Company Name Louisville Metro Council Districts 8 and 9 Councilr 3  
Ben Reno-Weber and Councilman Andrew Owen

Contact Name Betsy  
Foster

Address 601 W. Jefferson Street

City Louisville State KY Zip  
40206

Phone 1-502-407-2797

Email betsy.foster@louisvilleky.gov

Thank you for your contribution!

You can also complete this form digitally at

<https://www.maryhurst.org/JOH25sponsor>



"Maryhurst has shown  
me what I could be...  
that I could be stronger  
and was worthy of a life  
better than the one I  
was brought up in."

Kaitlyn, Age 17

For more information, please contact:

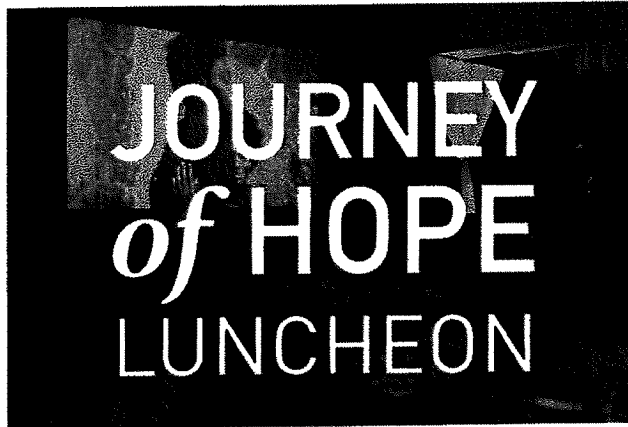
Lori Cecil  
502.271.4523  
[lori.cecil@maryhurst.org](mailto:lori.cecil@maryhurst.org)

Saving kids' lives. Strengthening families.

1015 Dorsey Lane | Louisville, KY 40223 | 502-245-1576 | [info@maryhurst.org](mailto:info@maryhurst.org) | [maryhurst.org](http://maryhurst.org)



## About 2025 Journey of Hope



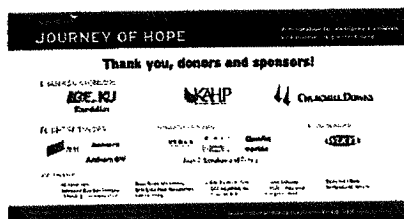
### 33rd Annual Journey of Hope Luncheon May 8, 2025 at the Louisville Marriott Downtown

The Journey of Hope luncheon is Maryhurst's signature annual event. The luncheon allows us to share the transformational impact taking place with the youth and families we serve, as well as raise the funds we need to keep our work going. Throughout the lunch, you'll hear extraordinary stories from people who have faced some of life's most difficult challenges – abuse, addiction, trafficking, and other traumas – and emerged with the strength and resilience to create change.

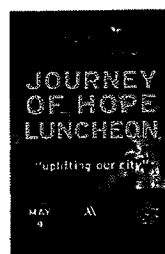
## Journey of Hope By the Numbers

~900	In-person Luncheon Guests mostly public officials, community leaders, philanthropists, and private sector professionals, plus <i>thousands</i> more visit our event & fundraising pages, which means <b>MORE</b> visibility for your brand
25+	Companies/Institutions Investing in our Event
> 200,000	Media Impressions typical coverage in numerous local broadcast and print outlets
10,000	Social Media – Reach for Journey of Hope-related online posts Maryhurst channels include Website, Facebook, X, and Instagram

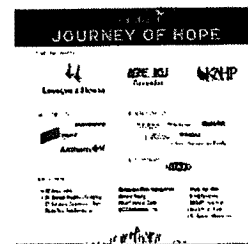
## Journey of Hope Identity Samples (From 2024)



Post-event ad placed in *Louisville Business First* thanking our sponsors.



Event Program



2024 Sponsor signage, displayed in venue foyer

**Saving kids' lives. Strengthening families.**

1015 Dorsey Lane | Louisville, KY 40223 | 502-245-1576 | [info@maryhurst.org](mailto:info@maryhurst.org) | [maryhurst.org](http://maryhurst.org)

# 2025 Journey of Hope - Sponsorship Opportunities

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## CHAMPION SPONSOR

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**\$15000+**

- » 2 Tables for 10 at Journey of Hope Luncheon
- » Signage of logo displayed on stage; logo displayed in event PowerPoint during program
- » Option to distribute promo item to 800+ guests
- » Standalone thank-you social post
- » Opportunity to self-tape video to be published by Maryhurst during Journey of Hope
- » Company name and website link on Maryhurst homepage website for one year
- » Partnership spotlight in Maryhurst donor/employee newsletters
- » Invitation (and opportunities for involvement) at any Maryhurst-hosted community or VIP events
- » Prominent inclusion in all Journey of Hope media materials (owned/paid/social media)
- » Logo recognition in all Luncheon printed materials (program, welcome signs, etc.)
- » Logo recognition in all virtual materials (event page, social media posts, videos, etc.)



## FLIGHT SPONSOR

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**\$10000**

- » Table for 10 at Journey of Hope Luncheon
- » Logo in event PowerPoint during program
- » Standalone thank-you social post
- » Recognition as provider of matching gift on all virtual platforms (event page, social media posts, etc.) AND at in-person luncheon
- » Opportunity to self-tape video to be published by Maryhurst during Journey of Hope
- » Partnership spotlight in Maryhurst donor/employee newsletters
- » Logo in ads on owned/paid/social channels
- » Logo recognition in all printed materials (program, welcome signs, etc.)
- » Logo recognition and link to your organization's website on event webpage



## MONARCH SPONSOR

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**\$5000**

- » Table for 10 at Journey of Hope Luncheon
- » Logo inclusion in PowerPoint presentation before and after program
- » Logo on sponsor social media shout-outs
- » Logo in ads on owned/paid/social channels
- » Logo recognition in all printed materials (program, welcome signs, etc.)
- » Logo recognition on event webpage
- » Company logo recognition on virtual platforms (i.e. peer-to-peer page)



## HOPE SPONSOR

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**\$2500**

- » Table for 10 at Journey of Hope Luncheon
- » Company name inclusion in PowerPoint presentation before and after program
- » Company name in roundup thank-you post on social
- » Name in ads on owned/paid/social channels
- » Company name recognition in all printed materials (program, welcome signs, etc.)
- » Company name recognition on event webpage
- » Company name recognition on virtual platforms (peer-to-peer, etc.)

*Thank you for your support of Maryhurst's work to offer healing and hope to Kentucky kids and families!*

**Saving kids' lives. Strengthening families.**

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**Harward, Sonya**

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**From:** Foster, Betsy  
**Sent:** Monday, April 21, 2025 6:26 PM  
**To:** Harward, Sonya  
**Cc:** Golden, Amy  
**Subject:** FW: JOH Funds

Here is the longer version of how the funds are used.

Betsy Foster  
Legislative Assistant to Councilman Ben Reno-Weber  
Phone: 1-502-574-3455

Stay informed with our D8 E-newsletter/Sign up today [here](#).

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**From:** Lori Cecil <lcecil@maryhurst.org>  
**Sent:** Monday, April 21, 2025 6:24 PM  
**To:** Foster, Betsy <Betsy.Foster@louisvilleky.gov>  
**Subject:** JOH Funds

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Hi Betsy,

Please let me know if you need additional information. Thank you!

The funds raised through our annual Journey of Hope luncheon support the lifesaving programs Maryhurst is offering to the community. Our Renewal program provides one-on-one therapy, group and family counseling in office, home, or school-based settings. Our residential and community-based programs offer round the clock care for survivors of abuse, most with profound cognitive, intellectual, and social delays. Our psychiatric residential treatment program services clients struggling with mental health disorder to help stabilize psychiatric symptoms. Our community and transitional living program offers different pathways to independence by helping them live in the community as they prepare to live on their own.

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**From:** Lori Cecil <lcecil@maryhurst.org>  
**Sent:** Wednesday, April 16, 2025 11:55 AM  
**To:** Lori Cecil  
**Subject:** Maryhurst's Journey of Hope Luncheon - Event Details for Sponsors

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We're excited to welcome you to Maryhurst's annual **Journey of Hope Luncheon** on **Thursday, May 8**, at the **Louisville Marriott Downtown** (280 W. Jefferson St., Louisville, KY 40202).

As a valued sponsor, your support includes **one table with seating for 10 guests**. Please send us your guest list, including names and email addresses, at your earliest convenience.

If any of your guests have **dietary restrictions**, we are happy to accommodate gluten-free, vegetarian, or vegan preferences. Kindly submit those requests by **April 30**.

We also invite you to join us **from 11:00 AM to 12:00 PM** for a special pre-luncheon hour featuring **networking opportunities** and our inspiring **Client Showcase & Boutique**. This exhibit highlights the incredible work our young people have created over the past year.

A follow-up email will be sent the week of the event with **parking information** and your **table assignment**.

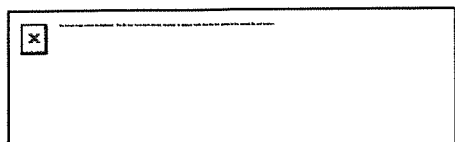
If you have any questions in the meantime, please don't hesitate to reach out. We're so grateful for your partnership and look forward to celebrating with you!

Warm regards,

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**Lori Cecil** (she/her)  
*Director of Events and Corporate Relations*

t – 502.271.4523 | m - 502.541.4133  
[lori.cecil@maryhurst.org](mailto:lori.cecil@maryhurst.org) | [www.maryhurst.org](http://www.maryhurst.org)  
1015 Dorsey Lane, Louisville KY 40223



*Saving kids' lives. Strengthening Families.*