



celebration of  
**IMPACT**

SATURDAY | SEPTEMBER 10 | 2022



# WILLIE'S STORY

Willie Brown has many compelling tales to tell of a glorious past and then a fall from grace that left him homeless for two decades. A fall so far that had him sleeping in a tent through bitter Detroit winters.

He tells of being a Marine veteran singing background vocals for the legendary funk band Slave. Willie says he's related to the great Sam Cooke and then croons his own soulful rendition of You Send Me. He tells of boxing professionally, making good money from fighting and singing, and then losing it all through bad financial decisions and alcoholism.

**"I lost my home to foreclosure in the mid-80s, and then started living on the streets, in different shelters, in vacant houses and abandoned cars, wherever I could find temporarily,"** said Willie, who is now 63. **"I put myself through hell and hit rock bottom. I didn't care, didn't trust people, and didn't have anything. I just**

**wanted to be left alone."**

Two years ago, Willie met a homeless woman named Nikatha in a city park and they felt a bond.

**"She was in a situation similar to me and was trying to overcome homelessness and alcohol addiction... she didn't have anyone else."**

Willie obtained a tent, and he and Nikatha stayed together in it, first at Hart Plaza, then nearby. During the frigid months, they put mattresses against the sides of the tent to absorb the wind and cold.

**"We made it through two winters, but I heard about people who froze to death on the streets, and that was a wake-up call that we needed to get a place of our own."**

That's when Willie found his way to our Housing Resource Center (HRC). Willie worked with Housing Navigator, Bukeka, and Housing Locator Specialist, Karen.

At the beginning of May, Willie and Nikatha moved into an apartment in the Dexter Linwood neighborhood. Then Willie's Clinical Housing Specialist, Dan, designed a treatment plan to help him maintain his housing.

**"I'm still striving to make things right in my life,"**

**"I'm in recovery from my drinking and I know it must be a lifelong commitment. I had money and fame and lost it all because I only thought of myself and didn't put God first. I want to change and be a help to others."**



# SPONSORSHIPS OF IMPACT

Please review the various sponsorship levels as outlined on the following pages and let us know how you would like to support this year's Celebration of Impact. Your time and interest are much appreciated, and we look forward to discussing sponsorship possibilities with you.

We hope to see you Saturday, September 10 for this year's event to be held at the MGM Grand Detroit in the Grand Ballroom. The pre show reception will begin at 6 p.m. The official festivities will begin at 7 p.m. with a program, live auction, dinner, dancing and more!

## AFFORDABLE HOMEOWNERSHIP \$25,000

**Hospitality**  
As an Affordable Homeownership Sponsor, you will receive ten complimentary tickets and one reserved table for the event.

**Event Profile**  
Verbal recognition during the event

**Brand Recognition**  
Your corporate logo and/or name will receive recognition in the following ways:  
- Half page in the program  
- Feature on social media

**Media**  
Your corporate logo and/or name will be featured in all press releases and public thank you announcements.

## VETERAN CHAMPION \$15,000

**Hospitality**  
As a Veteran Champion Sponsor, you will receive ten complimentary tickets for the event.

**Event Profile**  
Verbal recognition during the event

**Brand Recognition**  
Your corporate name will receive recognition in the following ways:  
- Listing in the program  
- Feature on social media

**Media**  
Your corporation or name will be featured in public thank you announcements.

## ENDING HOMELESSNESS \$10,000

**Hospitality**  
As an Ending Homelessness Sponsor, you will receive eight complimentary tickets for the event.

**Brand Recognition**  
Your corporate name will receive recognition in the following ways:  
- Listing in the program  
- Mention on social media  
- Name on event signage and materials

## EMPLOYMENT OPPORTUNITY \$5,000

**Hospitality**  
As an Employment Opportunity Sponsor, you will receive four complimentary tickets for the event.

**Brand Recognition**  
Your corporate name will receive recognition in the following ways:  
- Mention on social media  
- Listed on print, online, and event materials

## PRESENTING

**\$100,000+**

**Hospitality**  
As the Presenting Sponsor, you will receive 20 complimentary tickets and two reserved tables for the event.

**Event Profile**  
Verbal recognition during the event

**Brand Recognition**  
Your corporate logo and/or name will receive recognition in the following ways:  
- Two full pages in the program  
- Featured on social media with an added link leading to your website

**Media**  
Your corporate logo and/or name will be featured in all press releases and public thank you announcements.

## FIFTIETH ANNIVERSARY

**\$50,000**

**Hospitality**  
As a 50th Anniversary Sponsor, you will receive 20 complimentary tickets with two reserved tables for the event.

**Event Profile**  
Verbal recognition during the event

**Brand Recognition**  
Your corporate logo and/or name will receive recognition in the following ways:  
- Full page in the program  
- Featured on social media with an added link leading to your website

**Media**  
Your corporate logo and/or name will be featured in all press releases and public thank you announcements.



# DIANA'S STORY

Diana and her family relocated when her husband Franco got a job working in construction in Detroit. Diana and Franco had uprooted their life from Texas to create a better life for their family, but housing issues nearly derailed their dream.

Diana learned about one of the vacant Newberry houses undergoing renovation and stopped by to inquire about buying it when the work was finished.

Diana quickly got to work on completing the necessary steps to make her dream a reality for her family. First up: Homebuyer Education classes. Next: meet with financial coach. Last, and most tedious: assemble all the necessary documents.

Diana and Franco closed on their new home and moved in shortly after with their three kids. Their monthly mortgage payments are close to what they were paying in rent for a less than ideal rental.

**"We've never been homeowners before, and we're excited to have a place of our own. The home is beautifully renovated, and I can't wait to start my flower garden in the yard."**

Now that the family has decided to make Detroit their home, Diana is starting to work on her own career goals. She enrolled in Bank Teller training with Southwest Solutions.

**"There are many opportunities in the city and we're happy that we get to stay here,"** Diana said.

**"We also enjoy the many different cultures that make up southwest Detroit."**



# HONOREES OF IMPACT



Dan  
**Gilbert**



Debbie  
**Stabenow**



William  
**Moldwin**



Dr. William  
**Pickard**



read more about our  
honorees here!



celebration of

# IMPACT



Southwest  
Solutions

**FOR MORE INFORMATION, PLEASE CONTACT:**

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Southwest Detroit Mural - SOMOS  
A mural by the 411 Collective