

# **11th ANNUAL HEART AND SOLE SHOE MARKET**

**The 11th Annual Heart and Sole Shoe Market will be held on Saturday, April 17, 2010 (8:00 a.m. – 3:00 p.m.) and on Sunday, April 18, 2010 (10:00 – 4:00 p.m.) in the Lynchburg Armory.** This premier fundraising event sells new, brand name shoes and accessories. Vendors will again be welcome to participate in the Heart and Sole Boutique. Thousands of shoppers from across Central Virginia look forward each spring to buying quality products at drastically reduced prices. For the first time, plans are underway for a **Preview Party on Friday, April 16, from 5:30 to 7:30 p.m.** A limited number of tickets will be available, which must be purchased in advance. The Preview Party offers another opportunity for vendors and sponsorship benefits. Vendors and professionals who provide “pampering” services and products geared for women will be invited to participate in the Preview Party.

CASA of Central Virginia is seeking sponsors to underwrite all expenses so 100% of the revenue raised can go to support our mission.

## **History of the Heart and Sole Shoe Market**

During 1998, the Board of Directors of CASA of Central Virginia began to consider starting a fundraising event to help generate additional revenue to cover program costs not covered by other funding sources. The idea of selling new, name-brand shoes, which were donated by Consolidated Shoes, was proposed. The first shoe sale was held in the spring of 1999 – and the rest is history! The shoe sale is supported by 250-300 volunteers each year. It has been a highly successful fundraising event which annually raises 20% of the operating budget of CASA of Central Virginia. In addition, the event has enabled CASA of Central Virginia to increase public awareness about the problem of child abuse and neglect in our communities and to recruit volunteers to be trained as Court Appointed Special Advocates.

## **Levels of Sponsorship**

### **Title Sponsor - \$2,500**

- ♥ Name recognition in all radio, television, and print publicity and advertising.
- ♥ Name and logo included on banner displayed on Main Street for two weeks.
- ♥ Name and logo on sale flyers and posters (approximately 25,000).
- ♥ Name and logo in the CASA’s newsletter and on the website.
- ♥ Exhibit space on the day of the event and company banner prominently displayed during the Preview Party and throughout the two days of the market.
- ♥ Name and logo on T-shirts for each volunteer that works the event.
- ♥ Six free tickets to the Preview Party.

### **Gold Sponsor - \$1,500**

- ♥ Name recognition as sponsor in radio, television, and print publicity and advertising.
- ♥ Name and logo included on sale flyers and posters (approximately 25,000).
- ♥ Name and logo in the CASA’s newsletter and on the website.

- ♥ Display of company banner during the Preview Party and throughout the two days of the market.
- ♥ Name and logo on T-shirts for each volunteer who works the event.
- ♥ Four free tickets to the Preview Party.

### **Silver Sponsor - \$1,000**

- ♥ Name recognition as sponsor in radio, television and print publicity.
- ♥ Name included on sale flyers and posters (approximately 25,000).
- ♥ Name in the CASA's newsletter and on the website.
- ♥ Name on T-shirts for each volunteer who works the event.
- ♥ Two free tickets to the Preview Party.

### **Bronze Sponsor - \$500**

- ♥ Name recognition as sponsor in print publicity.
- ♥ Name included on sale posters and flyers (approximately 25,000)
- ♥ Name in the CASA's newsletter and on the website.
- ♥ Name on T-shirts for each volunteer who works the event.
- ♥ One free ticket to the Preview Party

### **Rainbow Sponsor - \$300**

- ♥ Name recognition in print advertising
- ♥ Name included on sale posters and flyers (approximately 25,000)
- ♥ Name in the CASA's newsletter and on the website.
- ♥ Name on T-shirts for each volunteer who works the event.

### **In-kind Sponsorship**

- ♥ Benefits based on the investment level.

## **ABOUT CASA (Court Appointed Special Advocates)**

## OF CENTRAL VIRGINIA

### **What is our main purpose?**

CASA of Central Virginia recruits, trains, supports and monitors caring volunteers to advocate for abused and neglected children in juvenile dependency proceedings in the 24<sup>th</sup> Judicial District. This district includes the cities of Lynchburg and Bedford and the counties of Amherst, Bedford, Campbell and Nelson, home to nearly a quarter of a million people across a 2,258 square mile area.

### **What are the duties of a CASA volunteer?**

1. Thoroughly investigate the child's situation.
2. Submit to the court a written report regarding the child's best interests.
3. Monitor the case to ensure that the child receives the services ordered by the court.
4. Aid the guardian *ad litem* (GAL), an attorney who represents the child's legal interests.
5. Serve as a Mandated Reporter of child abuse and/or neglect.

*CASA is authorized by the Code of Virginia, Sections 9.1-153 to perform the five duties listed above.*

### **Description of Services**

The CASA program is based on the concept that every child has a right to a safe, permanent home. The Juvenile and Domestic Relations Court Judge can appoint a "Court Appointed Special Advocate" (CASA) to a case involving a child who is a victim of abuse and/or neglect and for whom home placement is being determined in court. The CASA then becomes an official part of the judicial proceedings. CASA volunteers work alongside guardians *ad litem* (or Gal's - attorneys who represent the child's legal interests), social workers and other service providers, as an appointed officer of the court, advocating exclusively for the child's best interests.

## **FAST FACTS ABOUT CASA OF CENTRAL VIRGINIA**

- ♥ The “CASA concept” originated in Seattle, WA in 1977 and has spread across the nation to 950 programs in all 50 states.
- ♥ There now are 27 CASA programs in Virginia.
- ♥ The local CASA program was established in 1989 at the request of Judge Dale Harris and other Juvenile Court Judges to serve the children of Lynchburg and Amherst.
- ♥ In 1994 CASA of Central VA (CASACV) was incorporated as a 501 (c) (3) non-profit organization to serve the 24<sup>th</sup> Judicial District.
- ♥ The 24<sup>th</sup> Judicial District includes the cities of Bedford and Lynchburg and the counties of Campbell, Bedford, Amherst and Nelson.
- ♥ This district covers a 2,258 square mile area.
- ♥ Since 1990 CASA has served a total of **2,559** children who were victims of abuse and neglect.
- ♥ Total number of children served in FY 2008-2009: **330**.
- ♥ The geographic breakdown of the children served in FY 2008-2009 is as follows:
  - 58% of children served in 2007-2008 live in Lynchburg.
  - 25% of children served live in Bedford City and County
  - 11% of the children served live in Campbell County
  - 4% of the children served live in Amherst County
  - 2% of the children served live in Nelson County
- ♥ Number of active CASA volunteers: **100**.
- ♥ Total number of hours contributed by CASA volunteers in FY 2008-2009: **6620**.
- ♥ Offices: administrative office and satellite offices in Lynchburg, Bedford, Amherst and Rustburg.
- ♥ Fiscal year: July 1 through June 30.
- ♥ All contributions are fully tax-deductible.

## HOW TO CONTACT US:

Mailing Address:  
CASA of Central Virginia  
P. O. Box 11373  
Lynchburg, VA 24506

Administrative Office:  
Fort Early Executive Office Bldg.  
11 Oakridge Blvd., Suite 200  
Lynchburg, VA 24501

Jane C. Francis  
Executive Director

Phone: (434) 528-2552

Fax: (434) 528-2551

E-mail: [jane@cvcasa.org](mailto:jane@cvcasa.org)

Website: [www.cvcasa.org](http://www.cvcasa.org)

