



Becoming a Help1Up sponsor benefits your company, the National Furniture Bank Association, furniture banks across America, the home furnishings industry, and countless families in need.

NFBA FACTS AND FIGURES

+ Sponsorships start at \$1,000 and provide you with six ways to increase your sales.

+ Furniture banks collect home furnishings from the general public, then give them to people in need, such as mothers and children escaping domestic violence, victims of natural disasters, and families living below the poverty line.

+ Furniture banks give 100,000 families per year over 1,000,000 items donated by the public.

+ There are no furniture banks in many major cities, such as Los Angeles and Washington DC.

+ Thirty furniture banks were created by “trial and error” over the last 20 years; 25 furniture banks have come or are ready to come on line with the NFBA’s assistance and sharing of best practices.

+ There are 7,000 metropolitan areas that can support and use furniture banks; we have 70 banks. This translates into great opportunity for growth.

+ The NFBA recently helped open a furniture bank in Cleveland. Three months later, they now receive 100 calls each day from people wanting to donate furniture before shopping for new items. The Cleveland Furniture Bank works with 104 social service agencies.

The National Furniture Bank Association (NFBA) is the home furnishings industry’s unified non-profit organization which represents furniture banks in America. The mission is simple: increase the capacity of existing furniture banks, and open new ones. We depend on all sectors of the industry — retailers, designers, manufacturers, and providers of services like transportation, information systems, and marketing/promotion.

Being a sponsor is good for your business. Here’s some of what you get for participating:

Motivated customers. The headache of removing used furniture is a hurdle for your customers. Furniture banks provide a free, convenient way to create a vacant space, ready for a new furniture purchase.

Greater visibility. Consumers in your area read about your involvement through ready-made press releases from the NFBA. People like to shop with retailers who give back. Televised public service announcements aired in your area will feature your logo.

Increased sales. The NFBA provides sponsors with creative and free community engagement events, all of which bring directly customers to you.

- “Trade-in” Sale • Church / Synagogue Drives • Design for a Difference
- United Way / Rotary Club / Local Charity Partnerships

Environmental awareness. Becoming a sponsor demonstrates to your customers that you care about the environment. Furniture banks prevent thousands of tons of usable furniture from disposal in landfills and incinerators. A growing number of consumers appreciate “green thinking” companies.

Tax benefits. Donating scratched, dented, or returned merchandise to the NFBA is tax deductible. It also solves the problem of what to do with the home furnishings in your warehouse that just won’t sell.

Industry gatherings. Sponsors are given free passes to NFBA events at High Point and World Market Center gatherings, where you can meet the NFBA Board of Directors, the NFBA Board of Advisors, and executives from your fellow sponsoring companies.

Good for your soul. Tens of thousands of children in America will sleep on the floor tonight. We need you to help us change that.

Please become a sponsor today.

**Your participation today will provide
a bed for a child to sleep in tomorrow.**

Endorsed by all the major furniture associations





Thank you for becoming a sponsor, from the NFBA, the Board of Directors, the Board of Advisors, your fellow sponsors, and endorsing associations.

Frequently Asked Questions

- Q: Is the NFBA a non-profit organization?**
A: Yes, the NFBA has permanent 501(c)(3) non-profit status from the Internal Revenue Service.
- Q: What's the main reason to become a sponsor?**
A: Most sponsors say it's because it makes so much sense. Retailers want to sell more furniture, and customers want to get rid of their existing furniture easily and responsibly. Everybody benefits — you, the sponsor, your customers, and children and families in need.
- Q: How many furniture banks are there?**
A: In 1999 there were 20 furniture banks in America. The directors of those furniture banks formed the NFBA to open more across the country. There are now over 50 furniture banks, with 20 more in development.
- Q: What does the NFBA do with sponsorship dollars?**
A: The NFBA provides "best practice" efficiency consulting to furniture banks, opens new furniture banks, and coordinates large-scale donations of home furnishings from retailers, manufacturers, the hotel industry, furnished apartment leasing companies, and provides marketing support for NFBA sponsors.
- Q: How many pieces of furniture do furniture banks collect from the general public each year?**
A: Furniture banks collect over one million pieces of furniture each year from the general public and give it to families in need. That translates into one million pieces of replacement furniture are purchased by consumers.
- Q: There is no furniture bank in my area. Why should I become a sponsor?**
A: The NFBA needs every company in the home furnishings industry to become a sponsor so we can open new furniture banks. Plus, you don't need a local furniture bank to reap the benefits of sponsorship. The NFBA has designed easy and effective methods to gain community appreciation of your sponsorship. Plus, many new furniture banks emerge through increased public awareness of the concept.
- Q: Are people aware of the NFBA and furniture banks?**
A: Yes! From features on national television programs such as Oprah, to articles in People magazine, design publications, and countless newspapers, the response is tremendous. Kathy Ireland is the NFBA Ambassador.

+ NFBA Board of Advisors: Mary Ann Levitt, president of Breuners Arizona and 2006 NHFA president; Doug Kays, industry consultant; Leslie Carothers, principal, The Kaleidoscope Partnership; Powell Slaughter, senior editor, Home Furnishings Business; Jodie Hoffer, chairman, Hoffer Furniture; John McCloskey, president, Profitability Consulting Group; Scott Stephens, president, Pixel Bridge; Ed Massood, COO MGM Transport Corp.; Hershel Alpert, president, Alpert's Home Furnishings; Kathy Parks, executive director, IHFRA; Ralph Mosher, president, Light Check Services Inc.; Jeff Cook, president and CEO, Magnussen Home Furnishings; Brian Casey, president, High Point Market Authority; Janice Craig, president, J. Craig & Assoc. Interior Design and past president, Interior Design Society; Russell Bienenstock, editor, Furniture World; Cheminne Taylor-Smith, former editor in chief, InFurniture Magazine; David Chisholm, COO, TrueHome; Ivan Saul Cutler, InsideFurniture.com

+ NFBA Board of Directors

- Ray Allegrrezza, Editor-in-Chief, Furniture/Today
- Sharron Bradley, Executive Director, Western Home Furnishings Assn. (WHFA)
- Steve DeHaan, Executive Vice President, National Home Furnishings Assn. (NHFA)
- Mary Frye, President, Home Furnishings International Assn. (HFIA)
- Chuck Haas, CEO, MetroFi
- Jeff Hay, Founder, MAP Furniture Bank, Columbus Ohio
- Carol Kane, Founder, Mustard Seed of Central Florida
- Oli Mohammed, Executive Director, Furniture Bank of Houston
- Tom Polk, Founder, Furniture Bank of Metro Atlanta

+ Endorsing Associations

- BIFMA - Business and Institutional Furniture Manufacturer's Association International
- CFMA - California Furniture Manufacturers Association
- FAI - Futon Association International
- HFIA - Home Furnishings International Association
- IDS - Interior Design Society
- IHFRA - International Home Furnishings Representatives Association
- NHFA - National Home Furnishings Association
- NARDA - North American Retail Dealers Association
- UFA - Unfinished Furniture Association
- WHFA - Western Home Furnishings Association
- WithIt - Women in the Home Industries Today



Sponsorship Levels and Benefits

- | | |
|-------------------------|-----------|
| 1. Contributing Sponsor | \$1,000 |
| 2. Maintaining Sponsor | \$5,000 |
| 3. Supporting Sponsor | \$10,000 |
| 4. Sustaining Sponsor | \$25,000 |
| 5. Premier Sponsor | \$50,000+ |

	1	2	3	4	5
Status as a Help1Up sponsor for one year	✓	✓	✓	✓	✓
You have unrestricted use of the Help1Up logo on your website, advertisements, signage	✓	✓	✓	✓	✓
Your hyperlinked logo and company description at Help1Up.org	✓	✓	✓	✓	✓
Store locations included in the consumer “find a participating retailer” zip code feature at Help1Up.org	✓	✓	✓	✓	✓
Ready-made events and media kit to engage local community	✓	✓	✓	✓	✓
Free passes to NFBA industry gatherings	✓	✓	✓	✓	✓
Your hyperlinked logo and depiction as a Help1Up sponsor appears incrementally larger than other sponsors at Help1Up.org		✓	✓	✓	✓
Your logo and depiction as a sponsor will appear on all digital and printed material			✓	✓	✓
Your logo and depiction as a sponsor appears on Help1Up.org home page			✓	✓	✓
Your logo and depiction as a sponsor appears in broadcast placements, including both purchased advertisements and public service announcements			✓	✓	✓
NFBA will issue a press release to major industry publications discussing the leadership demonstrated by your role as a Help1Up sponsor			✓	✓	✓
Your logo and depiction as a sponsor appears larger than all other sponsors in online, print, and broadcast placements, including both purchased advertisements and public service announcements				✓	✓
Your logo and depiction as a Help1Up sponsor appears larger than other sponsors on Help1Up.org				✓	✓
You will be declared as a Premier Sponsor of Help1Up in any media interviews (“Help1Up, sponsored by Sponsor Inc., will make a difference for kids because...”)					✓
Stated as a Premier Sponsor of Help1Up in the “About the NFBA” section of all NFBA press					✓

THANK YOU!



Thank you for your pledge to support the unified charitable effort of the home furnishings industry. Together, we are dramatically improving the lives of thousands of families in need, and increasing public awareness of your company's generosity.

Your participation is greatly appreciated. A receipt will be mailed to you immediately.

Please print this form, detach at the dotted line, and return lower portion with your remittance.

NFBA
 c/o City National Bank
 PO Box 7662
 San Francisco, CA 94120-7662

Please check box next to your level of support.
 Any amount is appreciated.*

<input type="checkbox"/>	\$1,000	<input type="checkbox"/>	\$25,000
<input type="checkbox"/>	\$5,000	<input type="checkbox"/>	\$50,000
<input type="checkbox"/>	\$10,000	<input type="checkbox"/>	Other _____

Required fields are in bold.

First Name:	
Last Name:	
Title:	
Company:	
Address:	
Address 2:	
City, State, Zip:	
Phone:	
E-mail Address:	
Company Website Address:	
PR Contact Name:	
PR Contact Phone:	
PR Contact E-mail Address:	

* Contributing Sponsor \$1,000; Maintaining Sponsor \$5,000; Supporting Sponsor \$10,000; Sustaining Sponsor \$25,000; Premier Sponsor \$50,000+. Please contact Don Lawrence at dlawrence@help1up.org or (800) 576-0774 for information about sponsorship levels.