



SAN DIEGO COUNTY WELLNESS INITIATIVE SPONSORSHIP PROPOSAL



CONTACT

Heather Araiza, Executive Director
Honorary Deputy Sheriff's Association
PO Box 421260
San Diego, CA 92142
P: 858-974-2296 / F: 858-997-1870 / C: 858-882-7645

director@sdchdsa.org
www.sdchdsa.org

SAN DIEGO SHERIFF'S WELLNESS INITIATIVE INTRODUCTION



The San Diego Sheriff's Department has historically worked hard to support sworn law enforcement staff who often times see people on their worst days. These officers and deputies spend their careers taking care of others, and we want to make sure we take care of them, as well.

San Diego County Sheriff, Kelly Martinez, understands the importance of wellness and well-being initiatives for her deputies. She believes that unless deputies and staff are healthy, they cannot take care of the communities we serve.

At the beginning of this year, the Sheriff's Department was granted \$1.8 million from the State of California to fund wellness initiatives. With that money, the Sheriff was able to partially fund a wellness team. Currently, five sworn staff members and three professional staff are working to develop a robust and cohesive strategy to ensure every member of the Sheriff's Department has the resources they need to be strong both physically and mentally.

The Mission Statement of the Wellness Unit is to support the physical, mental, and emotional health of our employees who are fundamental to creating safer communities and a strong workforce. As a team, the unit promotes personal and professional longevity by developing healthy choices to reduce personal risk factors. The Wellness Unit provides training and resources for financial, physical, spiritual, occupational, educational, and emotional wellness for all members of the Sheriff's Department in the effort to obtain overall lifetime wellness.

This is a good start, but more is needed to foster this mission. That includes finding a location for the wellness team to work, counsel, and support the Sheriff's staff. Sheriff Martinez is grateful for the support of the Honorary Deputy Sheriff's Association who has answered the call and is in the process of renovating the existing Sheriff's Museum property in Old Town San Diego for this purpose.

Once the Wellness Center becomes a part of the Sheriff's Museum in Old Town, the unit will have an off-site location where department members can meet with unit personnel privately. The meetings can range in scope from just stopping by to say hello, to decompressing in our lounge to seeking new resources, spending time with family, and meeting with our counselor. The Wellness Center will also serve as a central location for critical incident debriefs to be held. Having the Wellness Center in Old Town, away from other Sheriff's locations, provides a safe space for department members seeking assistance. Many of the resources provided are extended to immediate family members including counseling and wellness applications.

We know that healthy deputies and staff will lead to healthier relationships with our communities. The work, dedication, and devotion, of those who serve in the law enforcement profession should be supported and this center will show the commitment of the Sheriff and the Honorary Deputy Sheriff's Association in ensuring they are.

Thank you for your consideration of this proposal, and your support of this effort.

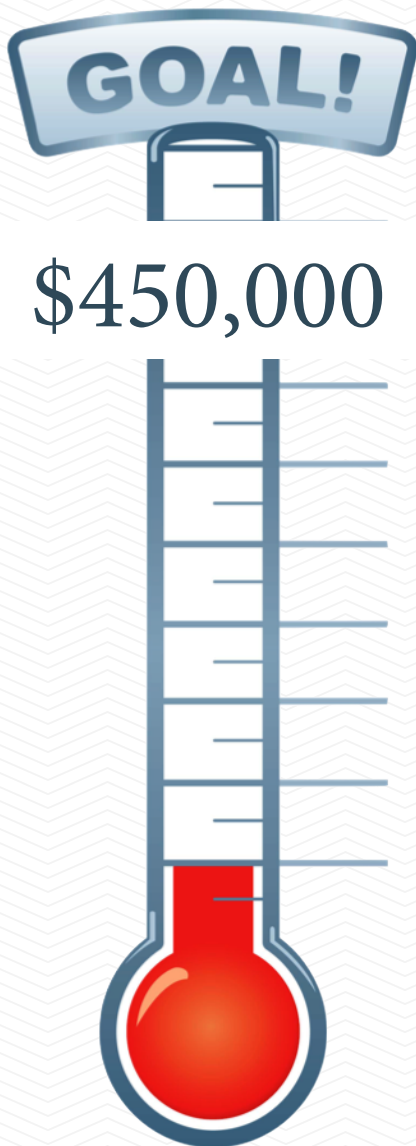
SAN DIEGO SHERIFF'S WELLNESS INITIATIVE

SPONSOR OPPORTUNITIES

Thank you for your consideration to partner with the Honorary Deputy Sheriff's Association (HDSA) as a Corporate Sponsor of the San Diego Sheriff's Wellness Initiative & Wellness Center.

With your help, we can together raise a generous amount of money for this great, local cause. Our goal is to procure \$450,000, which will help to refurbish and open the new Wellness Center. Your partnership with the Sheriff's Department will allow us to embark on this unprecedented modernization and improvement project, which will provide vital resources to sworn staff, professional staff, and their families.

Outlined herewith are the tax-deductible underwriting levels available (tax ID number 23-7386902).



WELLNESS CENTER NAMING RIGHTS SPONSOR

(one sponsorship available)

- \$300,000 -

INCLUDES:

- Wellness Center Naming Rights for 10 Years
 - Exterior Signage on Building
- Name/Logo on Sheriff's Museum Entrance Sign
 - Serve as Official Ribbon-Cutter at Dedication Ceremony
- Complimentary "Honorary Assistant Sheriff" Annual Membership in the HDSA for 10 Years * *(Value: \$30,000)*
- VIP Table of 8 at Quarterly HDSA Luncheon *(for duration of sponsorship)*
 - Logo on Home Page of HDSA Website

(* HDSA membership is only available to those over the age of 21 and who pass a thorough background check.)

SPONSOR OPPORTUNITIES

WELLNESS CENTER KOLENDER STAR SPONSOR

(two sponsorships available)

- \$50,000 -

INCLUDES:

- Name Engraved on Kolender Star for 10 Years
 - Participation in and Recognition at Official Dedication Ceremony
 - Complimentary "Honorary Captain" Annual Membership in the HDSA for 10 Years * (Value: \$9,000)
 - VIP Table of 8 at 1 Quarterly HDSA Luncheons Each Year (for duration of sponsorship)
- Donor Recognition on HDSA Website

(* HDSA membership is only available to those over the age of 21 and who pass a thorough background check.)

WELLNESS CENTER POINTS OF STAR SPONSOR

(eight sponsorships available)

- \$10,000 -

INCLUDES:

- Name Recognition on "Points of Star" Donor Signage for 10 Years
- Invitation to Official Dedication Ceremony
- Complimentary "Honorary Deputy" Annual Membership in the HDSA for 10 Years * (Value: \$3,000)
- Donor Recognition on HDSA Website

(* HDSA membership is only available to those over the age of 21 and who pass a thorough background check.)

WELLNESS CENTER DONOR WALL SPONSOR

(multiple sponsorships available)

- \$1,000, \$3,000, \$5,000 -

INCLUDES:

- Business Logo and Name Engraved on Marble Donor Wall on Exterior of Wellness Center for 10 Years
- Invitation to Dedication Ceremony

SAN DIEGO HONORARY DEPUTY SHERIFF'S ASSOCIATION

ABOUT US



Founded in 1974, the Honorary Deputy Sheriff's Association (HDSA) is a prestigious organization comprised of business and community leaders, as well as individuals -- all dedicated to supporting San Diego County law enforcement.

As a non-profit and non-political, membership-based organization, the HDSA serves as a unique ally of the Sheriff departments and the County's nine police divisions.

Our mission is to continually support and advance the Sheriff's Department and provide resources for facilities, equipment, education and training.

Whether an officer is training at the Duffy Town training facility, or the San Diego K-9 units are receiving new protective gear, the HDSA is hard at work to create a safe and secure environment for all San Diegans and visitors to our County.

When you contribute to the HDSA, either as a member, corporate sponsor, or individual donor, you are supporting not only the San Diego Sheriff's Department, but also all law enforcement and the San Diego community as a whole.

Community contributions aid the front line of law enforcement in San Diego, from the border up to Riverside.

Contributions also support training for various law enforcement groups, and the San Diego search and rescue team. Each dollar helps to make San Diego a safer place to live and work.

Become a member of the Honorary Deputy Sheriff's Association today and help us make a difference now and for future generations.

SAN DIEGO HONORARY DEPUTY SHERIFF'S ASSOCIATION

WHAT OUR MEMBERS SAY



"We all look for ways to contribute to the community. I chose the HDSA and I'm glad I did because supporting our courageous Sheriffs in their mission is making a positive difference in the lives of these awesome first responders AND our community."

- David Corbin

"Service to our community and law enforcement personnel speaks for itself. For nearly 50 years, the HDSA has provided facilities, equipment, education and training to our Sheriff's Department. Our members take great pride in supporting the men and women who dedicate their lives and careers to the San Diego County Sheriff's Department."

- Daniel R. Bunn

"The Sheriff's department is the organization that provides your front-line law enforcement. It's a vastly larger and more sophisticated operation than most people are aware."

- Rick Elkus

"When I see the helicopters flying in the air, I'm very proud that the HDSA was involved with that. It's a good operation. The money is spent well."

- Tom Prendergast

(Tom, a founding member of the HDSA and long-time board member, passed away in 2020. The greatest legacy anyone can leave behind is to have made a positive impact. Tom did just that for our organization over many years of volunteer service.)

"As a former deputy-police officer, I have always looked to help those that put their lives on the line for us 24/7. Membership in the HDSA has fulfilled my need to help serve the department and those in our community who need their help."

- Tim Tilley

"The HDSA is your chance to give back to the local LE community directly through volunteering and fundraising events. Your efforts ensure that our deputies have the resources necessary to do their job safely and efficiently. It's also an unrestricted look behind the curtain so to speak at what's going on in our community and how we as a community can work together to ensure safety and a sense of community."

- Dr. Paul Marsh

"The Honorary Deputy Sheriff's Association is an organization that is dedicated to supporting law enforcement. The HDSA is unwavering in their commitment to providing equipment and resources to the San Diego Sheriff's Department... The work of the HDSA is unparalleled in support of our department and the region."

- Kelly Martinez, Sheriff
San Diego Sheriff's Department

"The HDSAs unwavering dedication to the support of law enforcement within my community is noble and I take great pride in aligning myself with an organization that supports the well-being, health, and safety of San Diego's Sherrifs deputies, and the broader community."

- Brian A. Rott

"From a membership standpoint and volunteer involvement standpoint - I have found it personally gratifying to continue our mission of providing training and support to the Sheriff's Department."

- Jeff Basford

SAN DIEGO SHERIFF'S WELLNESS INITIATIVE

SPONSOR CONTRIBUTION

YES, I AM INTERESTED IN SUPPORTING THE SAN DIEGO SHERIFF'S WELLNESS INITIATIVE.

Please contact me regarding the following underwriting levels:

☐ Naming Rights Sponsor

☐ Points of Star Sponsor

☐ Kolender Star Sponsor

☐ Donor Wall Sponsor

Name: _____

Email: _____ Telephone: _____

☐ I am unable to commit to a sponsorship at this time. I would, however, like to support the Wellness Initiative and assist in providing vital wellness resources to sworn law enforcement staff, professional staff, and their families.

Enclosed is my check in the amount of \$_____ (Mail to: HDSA, PO Box 421260, San Diego, CA 92142)

☐ I prefer to pay by credit card.



Please charge my credit card the following amount: \$_____

First Name: _____ Last Name: _____

Credit Card Number: _____

Expiration (month/year): _____ CW: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

You may also submit your donation online at: <https://sdchdsa.org/hdsa/your-donation-matters/>. Please indicate in "Order Notes" that your donation is for "San Diego Sheriff's Wellness Initiative".



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MAKING A DIFFERENCE IN SAN DIEGO
LAW ENFORCEMENT SINCE 1974.