

HELPING GUARDIANS FOR GOOD

2025
SPONSORSHIP
INFORMATION

7TH ANNUAL GUARDIANS FOR GOOD
CELEBRATION

TUESDAY, DEC. 2, 2025 | NOON
OHIO WESLEYAN UNIVERSITY



HelpLine



Guardians for Good



CONTENTS

2 / ABOUT GFG

3 / GFG HISTORY

4 / GFG HONOREES

5 / SPONSORSHIP LEVELS

6 / IMPACT & ENGAGEMENT

7 / SPONSOR & COMMUNITY FEEDBACK

8 / CONTACT US

ABOUT GUARDIANS FOR GOOD

Guardians for Good (GFG) is a special HelpLine community made up of individuals, organizations, and businesses who **sponsor**, **serve** or **socially advocate** to move our mission forward. Guardians amplify hope, help, and healing throughout the eight counties we serve by investing in prevention, intervention, and postvention services.

This **annual fundraiser and celebration** honors those who stand beside us as champions for mental health, crisis support, and community resilience. Guardians have the opportunity to be nominated for the **Guardians for Good Award**, presented annually on Giving Tuesday.

GFG HISTORY

Guardians for Good: Amplifying Impact Through Community Giving

Launched in 2018, HelpLine Guardians for Good (GFG) was created to do more than list names on a donor page. We set out to build a vibrant community of advocates and storytellers united by a shared commitment: ensuring every person can find **help** and **hope** when they need it most.

In just six years, GFG has grown into a signature Giving Tuesday celebration that not only raises awareness, but fuels life-changing results. Thanks to donor support, HelpLine reached more than 50,000 lives last year alone by:

- Equipping 4,600+ students with suicide prevention skills and connecting 867 youth in crisis with immediate support.
- Providing 4,095 hours of volunteer crisis response to survivors of sexual assault and supporting 158 survivors and 41 co-survivors with 24/7 care.
- Answering over 19,000 crisis calls and texts – including 290 suicide-related interventions – through 988, 211, and 800# hotlines and textlines.
- Matching 841 volunteers to community needs, reinvesting more than \$163,000 in service hours back into Delaware County.
- Delivering 2,000+ follow-up care contacts for residents navigating mental health or addiction crises.

Each year, Guardians for Good unites nearly 300 guests across the public and private sectors to celebrate these stories of hope and impact. With the energy of CBS News Anchor Stacia Naquin as emcee, it's a powerful reminder that donor generosity transforms lives and communities.



GFG HONOREES

The GFG Award is presented annually to an individual, organization or business within the HelpLine service area that demonstrates superior sponsorship, service, or social advocacy. While everyone who gives time, talent and treasure to HelpLine becomes a part of our GFG community, the awards celebration selects among those Guardians who go above and beyond to amplify and advance the HelpLine mission and vision. These honorees remind us that real change happens when communities come together.

GFG honorees recognized in the last two years are:

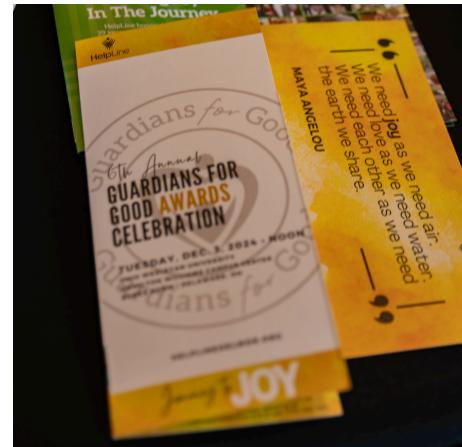
2024

- **Zelda McDaniel**, Senior Companion, Connections Volunteer Center
- **RedBuilt**, Corporate Volunteers, Make A Difference Delaware County
- **Dr. Katie Branson**, Assistant Director of Student Well-Being, Olentangy Local School District

2023

- **Columbus State Community College**, Day of Service Participants - Delaware Campus
- **Lori Terry**, Outreach Coordinator, Del-Co Water Company, Inc.
- **Bill Piwtorak**, Social Services Officer, Delaware County Veterans Services
- **Joshua Lee**, Health & Physical Education Teacher, Hayes H.S.

For a complete list of past honorees and tribute videos, visit helplinedelmor.org



GFG SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$10,000+

All benefits at the Vision & Mission Sponsor Level plus:

- Opportunity to provide opening remarks at the GFG event
- VIP Meet and Greet and photos with WSYX ABC 6 News Anchors and guest speaker

VISION & MISSION SPONSOR - \$5,000+

All benefits at the Community Sponsor Level plus:

- Additional VIP seating for 8 additional guests for a total of 2 tables at the HelpLine GFG event
- Recognition on the HelpLine webpage with a link to your company website

COMMUNITY SPONSOR - \$2,500+

All benefits at the Good Neighbor Level plus:

- Company featured in all radio/TV broadcasts and advertisements
- Prominent logo placement on website and event materials

GOOD NEIGHBOR SPONSOR - \$1,250+

All benefits at the Table Sponsor Level plus:

- Featured mention in event press release
- Recognition in HelpLine e-news (1,200+ subscribers)

TABLE SPONSOR - \$650+

- Company logo on event materials
- Social media recognition and thank you post
- VIP seating for 8 guests (one table) at the HelpLine GFG event

100% of sponsorship dollars go directly to HelpLine programs – supporting suicide prevention, sexual assault response, crisis intervention, and volunteer engagement.





IMPACT & ENGAGEMENT 2024

252

REGISTERED
GUESTS

616

UP 46%
FROM 2023

SOCIAL MEDIA
VIEWS, LIKES &
SHARES

1,289

UP 544%
FROM 2023

TRIBUTE AND
EVENT VIDEO
VIEWS ON YOUTUBE
& FACEBOOK
CHANNELS

Media Partners:

- WSYX ABC 6 News
- Delaware Gazette
- Morrow County
Sentinel
- Galion Inquirer
- Marion Star
- Columbus Dispatch
- City of Delaware - City
Digest
- WDRL Mid-Ohio
Breakfast Club

SPONSOR & COMMUNITY FEEDBACK



"Thank you so much for the opportunity to attend your awards celebration yesterday! Todd and I both thoroughly enjoyed the time spent uplifting some great stories and people for such a great cause."

**Ryan Parks, Account Executive
ITA Columbus North**

"You all know how to make my day brighter. What an encouragement you are! That's why this event is so special – because of all the care your team puts into it. Grateful for you both and being a part of this celebration each year. Appreciate y'all! More than you know!"

**Stacia Naquin
Co-anchor, WBNS CBS News 10**

"I just wanted to send you a note to let you know how much I enjoyed the "Guardians for Good Awards Celebration" -- well done!"

**Gary Merrell, Commissioner
Delaware County Board of Commissioners**

CONTACT US

Thank you for previewing the benefits of sponsorship for the Guardians for Good celebration. Please note that 100% of your sponsorship will directly benefit those we serve.

Funding the currency of goodness, means you build on 55 years of progress in prevention education in the areas of suicide, sexual assault and relational/intimate partner violence, along with providing a safety net through our 24-hour crisis and information text and phone line, and volunteer opportunities through Connections Volunteer Center, a Community Program of HelpLine. When you invest in us, you commit to empowering lives.

To sponsor online, visit:
GFG2025.givesmart.com or mail a check or money order to HelpLine.



**TAMIKA
VINSON-REID**

**Marketing and
Development Director &
Guardians for Good
Event Director**

118 Stover Dr., Suite B
Delaware, OH 43015
tvinson@helplinedelmor.org
740.363.1835, ext. 305



CORIE BIX

**Marketing Generalist &
Guardians for Good
Event Assistant**

118 Stover Dr., Suite B
Delaware, OH 43015
cbix@helplinedelmor.org
740.363.1835, ext. 303