



Sponsorship Proposal

A 501(c)(3) Organization

FINDING
PEOPLE IN NEED

MEETING
PEOPLE IN THEIR NEED

CONNECTING
PEOPLE WITH
THE CARE THEY NEED

www.mercyrd.org

Contact

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Senior
Services



LifeHopeMoms



Beyond Thrift



Mephibo's
House

Mercy High way

Gift & Bookstore

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About Us

Mercy Road Initiatives, Inc. is a 501(c)(3) nonprofit organization that exists to find people in need, meet people in their need, and connect them with the care they need!

An umbrella organization with **six** key initiatives, we are privileged to serve vulnerable populations located in Seminole County and beyond, with compassion and practical help.

Mercy Road Initiatives, Inc. was established in July 2024 by Northland Church, under the leadership of **Dr. Josh Laxton, Senior Pastor** and **Michael J. Radka, Chief Executive Officer** of Mercy Road and its supportive board of directors.

Since our inception, Mercy Road has taken on the role of expanding compassion ministries, delivering transformational help to vulnerable individuals and their families in our community.

While remaining a partner of Northland Church, Mercy Road is committed to being financially and functionally independent. We seek to engage both individual and corporate donors, volunteers, healthcare professionals, local businesses, and community leaders. **Together, we can make a collective difference.**

Vision

- EXTENDING the gift of **HOPE**
- INSTILLING the gift of **DIGNITY**
- PROVIDING the gift of **BELONGING**
- INSPIRING the gift of **TRANSFORMATION**

Mission

***Bringing
Christ-centered
care to the heart
of our community***

OUR INITIATIVES



Offering inspiring on-campus programs to adults with intellectual and developmental disabilities.



Equipping each student in our care to achieve their greatest potential and embrace their God-given purpose.



Beyond reselling donated goods, we create life-skill opportunities, foster community & provide meaningful support



Addressing the needs of single moms in the process of overcoming life's challenges through FREE childcare & mentorship



The ONLY brick and mortar Christian bookstore in Seminole County.
All proceeds support the initiatives of Mercy Road.



Providing wellness education, resources and engagement for senior adults

Key Facts

- Over **27%** of households in Seminole County are headed by single moms
- **80% of LifeHopeMoms** are working or pursuing education while actively contributing to a savings account
- Over **30 families** are receiving childcare in **LifeHopeMoms** with mentorship & life skills training for single moms
- There are over **30,000** individuals in Seminole County with disabilities
- **32 adults** are currently registered in **Mephibo's House**, engaging in Life Skills & Visual Arts
- **Mephibo's House** maintains a **1:5 staff-to-participant** ratio to provide a safe, quality program
- Enrollment in **Mercy High Way** increased **50%** from inaugural year to current year
- **Mercy High Way** provided over **\$25,000 in scholarships** to help offset the cost of tuition for families
- **Mercy High Way** is a *Step Up For Students* Provider through the FL Department of Education.
- **1 in 3** older adults in the U.S. experience social isolation, increasing the likelihood of developing dementia by **50%** (NIH)
- Over **100 senior adults** have engaged in Mercy Road Senior Services programming

Key Facts

Since being established in July 2024, Mercy Road has engaged **over 800 individuals** in the mission of our organization. We invite the community to walk with us in the following ways:

- **Experience Mercy Road Tours** - bringing 10-12 individuals on a one-hour tour experience to learn about the impact of our organization and hear from our CEO and initiative leaders
- **Mercy Road Corp** - engaging volunteers in meaningful efforts that make a lasting impact
- **Annual Ask Event** - we invite tour guests to a FREE fundraising event to show support of our organization through a monetary gift and invitation to join our Mercy Givers Society
- **Mercy Givers Society** - through their immense generosity, our givers society members have pledged over **\$295,000** in support (across 5 years).
- **Coffee & Conversation events** - we invite individuals from the community to join our CEO and Northland's Senior Pastor (*quarterly*) to learn more about Mercy Road, hear key updates and to participate in Q & A.

SPONSOR HIGHLIGHTS



Mercy Road is grateful to the following organizations for their generous sponsorship support!



AdventHealth



dr. phillips
center



Westbrook



Impact Snapshot



Mercy High Way



“No need to come back.”

These are the words spoken by “J”’s truancy officer after he enrolled in Mercy High Way. His prior experience had impacted him so severely that he’d missed an abundant amount of school and was assigned a truancy officer. After transitioning to our school, his social anxiety decreased significantly. He began to thrive in class and even engaged in public speaking! After several site visits to check his attendance, “J”’s truancy officer determined that visits were no longer needed. He ended the school year strong and is re-enrolled for the current year.



www.mercyhighway.org

LifeHopeMoms



“All I could see was pain.”

Single Mom, Elizabeth, remembers feeling hopeless. She wondered what the point of it all was...until she met Melissa, Director of LifeHopeMoms. Elizabeth had found herself facing a job loss while seeking escape from a very unhealthy relationship. She knew she wanted better for herself and for her daughter. When she connected with Melissa and the team, she was reminded of her value and it felt “like a big warm hug.” After becoming a part of LifeHope, Elizabeth began to flourish. She remained committed to the program, completed her mentorship and financial literacy classes and is now in a healthy and committed relationship.



www.lifehopemoms.org

Impact Snapshot



Mephibo's House

“When an adult with a disability turns 22, everything stops.”

Austin's Mom recalls the feeling of hopelessness when he could no longer attend high school. Not having structure and a steady routine often lead to anger, screaming and crying. When a family member told her about Mephibo's House, she and Austin toured the program and experienced an incredible, warm and caring staff. At the conclusion of the tour, Austin told his Mom he was ready to attend “tomorrow!” Austin is now thriving in a community of friends in a Christ-centered environment learning even more skills to foster independence.

 www.mephiboshouse.org



Senior Services

“It was scary.”

Rebecca woke up on a Friday morning with blurred vision. She was alone and afraid. Just two days before, she'd attended a Mercy Road senior services class on the warning signs of stroke. She immediately remembered learning that she needed to get to the hospital as soon as possible. Rebecca was taken to the hospital and was diagnosed with a Transient Ischemic Attack (TIA). She was able to receive prompt treatment. Rebecca has expressed her immense gratitude for being a part of the class that day where she was reminded of the signs and symptoms to look for - along with encouragement to never ignore them.

 www.mercyroadseniors.org

WILL YOU WALK WITH US?

Legacy Builder

\$250,000+

Funding at this level will support the overall mission of Mercy Road Initiatives, Inc. as we seek to find people in need, meet them in their need and connect them with the care they need.



*Bringing
Christ-centered care to
the heart of our
community*

Visionary of Hope

\$75,000 – \$249,999

Funding at this level will invest in the people and programs that make thriving possible at Mercy Road—keeping childcare safe and mentorship personal for single moms, providing full-day programming for adults with special needs, equipping high school students, and providing seniors with essential resources.

Cornerstone of Mercy

\$25,000 – \$74,999

Funding at this level will allow Mercy Road to continue meeting people in their most vulnerable moments in safe, secure and nurturing environments that enable participants to thrive.

Pathway Partner

\$10,000 – \$24,999

Funding at this level will help Mercy Road develop additional programs and services, enabling us to provide families with respite care, Christian counseling and residential services.

Companion in Compassion

\$5,000 – \$9,999

Funding at this level will help offset the costs associated with training materials, supplies, equipment and resources across our various initiatives.

Neighbor

\$1,000 – \$4,999

Funding at this level help us promote our organization within our local community and beyond.

Sponsorship Benefits

We don't take your consideration of support for granted.

Sample benefits include the following:

Legacy Builder:

Video impact story highlight, custom recognition events, meeting with leadership, naming opportunity, name/logo on website, framed certificate, public acknowledgement at Mercy Road events, feature in email newsletter, personalized tour, signed impact card, name on donor wall, digital badge, highlight across Mercy Road's socials

Visionary of Hope:

Name/logo on website, framed certificate, public acknowledgement at Mercy Road events, feature in email newsletter, personalized tour, signed impact card, name on donor wall, digital badge, highlight across Mercy Road's socials

Cornerstone of Mercy:

Framed certificate, public acknowledgement at Mercy Road events, feature in email newsletter, personalized tour, signed impact card, name on donor wall, digital badge, highlight across Mercy Road's socials

Pathway Partner:

Feature in email newsletter, personalized tour, signed impact card, name on donor wall, digital badge, highlight across Mercy Road's socials

Companion in Compassion:

Signed impact card, name on donor wall, digital badge, highlight across Mercy Road's socials

Neighbor:

Name on donor wall, digital badge





Thank You

We look forward to
walking this road
together.

Contact



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