



Our Mission

Here at Morgan's Caring Connection, Inc. we support families to establish long-term financial stability for their special needs dependents, allowing them to sleep better at night knowing their loved ones will be taken care of.

Our Vision

Together, we strive to provide peace of mind and ensure a brighter future for families with special needs dependents.

Kickoff Celebration

Our inaugural Kickoff Celebration will be our first event and silent auction fundraiser. There will be food trucks, drinks (cash bar) with a signature drink that proceeds will be donated back to MCC, a silent auction, kids raffle baskets, a DJ, and free ice skating and more! Invitations will go out to families who supported the Strutt family after their daughter Morgan's passing, nonprofits we are partnering with and their families, our professional network, Verona Youth Hockey families, Verona Chamber members, WI Veteran's Chamber members, Middleton Chamber members, WI Power Partners members and will extend out to those who want to invite others to attend that may benefit from MCC's mission. Attendees will celebrate in a fun atmosphere making it an enjoyable social activity for everyone while contributing to a meaningful mission.

Cost-Effective Fundraising

We will take pride not just in raising a significant amount of money through this event, but in doing so while keeping costs down. Our Kickoff Celebration will be an extremely cost-effective event by having the venue, food, drinks, kids raffle baskets, and silent auction items donated. We hope to raise over \$10,000 through donations, sponsors, and matches. So, when you choose to be an event sponsor with MCC, you can do so knowing that your dollars are being used wisely, maximizing the investment that goes back to our Matches. There is no cost for attendees to attend this event, so the dollars raised (and saved) at this event is vital to our work.

Our Audience

With an expected 300+ attendees at our Kickoff Celebration, event sponsors receive exposure to a large audience of community-minded businesses and community leaders. The Kickoff Celebration event is a crucial piece of our organization's fundraising strategy, it also provides additional benefits, like broadening our visibility in the community and recruiting more volunteers. Our corporate sponsors are central in helping us share our mission and grow our reach.

The Sponsor Experience

As a sponsoring company for MCC's Kickoff Celebration you'll receive both recognition benefits and an opportunity to encourage participation for your employees and/or professional network. Lanette Hansen from Magic 98 will be doing periodic PSAs, posting to social media and their website to boost attendance. Additionally, we will be featured in several neighborhood magazines for pre and post event marketing. All sponsor benefits are outlined in the attached document. If there are additional or alternative benefits that would create a more meaningful sponsorship experience for your company, please reach out as we are happy to connect with you individually to align our benefits with your priorities.

Join Us

The grants we award are only made possible when individuals and corporate supporters together, collectively work to make a difference. If you're able to give in 2024, we hope you'll consider joining us as



an event sponsor for our Kickoff Celebration. We are confident in our ability to provide a meaningful sponsorship experience for you and your colleagues and look forward to partnering with you in support of our mission. Visit www.morganscc.org for additional information about us and register to attend the event today.