




THE
Soul of Santa
"DO GOOD" FOUNDATION™

2024 Sponsorship Packet



Our dedication to driving change endures year-round, driven by a collective vision of progress and innovation. We understand that change isn't bound by singular events; it's an ongoing path we tread daily.

Every small step we take adds to the grand canvas of positive transformation.

**Together, we have the power to empower change
365 days a year.**



THE **Soul of Santa**

"DO GOOD" FOUNDATION™

The "Do Good" Foundation is a 501(c)(3) nonprofit organization connecting high-functioning individuals with disabilities from low-to-moderate income households to resources and support services to empower them to experience the fullness of life.

Our vision is of a world where no one ever feels forgotten or overlooked due to their disability.



Founders Story

Our Why

The "Do Good" Foundation was inspired by our dear angel Aria. Aria was a gifted singer, songwriter, artist and entrepreneur with a passion for helping others. She devoted her life to teaching students with special needs while fighting a lifelong battle with epilepsy. She was an inspiration to us all. Aria never once let adversity dampen her spirit, but she did require additional support to experience the fullness of life. That's why the "Do Good" Foundation was formed, and in her honor, we continue.

In her honor we are determined to assist as many high-functioning individuals with disabilities from low-to-moderate income households as possible through our commitment to "Do Good 365!"

LEARN MORE



DONATE



Our Impact To Date



Provided more than 17,000 meals to families in need.



Donated more than 6,000 toys to families



Reached more than 15,000 families at our events.

Programming



ACE Program

The Aria Camille Empowerment (ACE) Program was designed to support individuals, like the late Aria Lott, to pursue the fullness of life. \$1,000 grants or scholarships will be awarded to high-functioning business owners or trade, high school and college students with disabilities from low-to-moderate income households. This is a personalized, holistic workforce development program that provides wraparound services, including the grant or scholarship, mentorship, food donations, transportation assistance, health and wellness plans, financial literacy education, and more.



Food Assistance

Monthly Food Distribution

In partnership with Harvesters, the "Do Good" Foundation offers monthly food distributions to service our clients and other residents of Kansas City's East Side and beyond. These initiatives are great for corporate volunteer outings, contact us for more information!

Weekly Food Pantry

The "Do Good" Foundation hosts weekly food pantries to service our clients and other residents of Kansas City's East Side and beyond. Donations can be made to help support this initiative.



Letters To Santa

The "Do Good" Foundation spreads cheer by doing good for others all year-round! Through the "Letters to Santa" nomination program on our website, financial assistance and other needed resources will be awarded to high-functioning individuals with disabilities from low-to-moderate income households.



Its Never Not Christmas

The Soul of Santa visits classrooms and provides free snacks, toys and a copy of our original book centered on financial literacy.

Events



Christmas Tree Lighting Ceremonies

What started as a single tree lighting ceremony at 18th & Vine has expanded over the last four years to serve two locations in the Greater Kansas City area. We bring Rockefeller Center-like Christmas tree lighting events centered on disability awareness to often under-resourced communities that create an inclusive and family-friendly experience with the objective of both educating on disabilities and diversifying the Holiday season.



Annual Christmas in Color Benefit Concert Fundraiser

Every note played echoes the spirit of togetherness and every ticket sold brings us one step closer to making the season bright for those in need.

This benefit concert featuring world class entertainment is one of the biggest fundraisers for the organization allowing us to bring holiday cheer and resources to our SOULDiers 365 days a year.



FREE Community Breakfast Events with Toy & Clothing Giveaway

Our FREE community breakfast events are another opportunity for us to bring the community together to celebrate the holidays. We provide toys and clothing to all attendees along with story and picture time with The Soul of Santa. We also provide financial literacy and health and wellness education through partnerships.



OUR 2023 IMPACT



**WE FED MORE
THAN 3000
FAMILIES**



**WE DONATED
MORE THAN
500 TOYS**



**WE DONATED MORE
THAN 400
ARTICLES OF
CLOTHING**



**WE DONATED 5
VEHICLES**

Bringing the Holiday Spirit to the KC Metro Community: A Collaborative Effort

Past events have attracted thousands from Greater Kansas City and beyond. We are proud to showcase the many area businesses who support our mission on all of our event signage & marketing materials. Supporting area businesses is a crucial part of our mission.

Diamond: \$25k

- Logo on Tree Banners
- Social Media Recognition
- Digital Ad Recognition
- Digital Flipbook Recognition
- Step and Repeat Photo Recognition at All Events
- Screen Recognition at Holiday Benefit Concert
- Performer Meet and Greet
- Provides 250 meals/250 toys
- 16 Premium seats at Benefit Concert

Platinum: \$10k

- Logo on Tree Banners
- Social Media Recognition
- Digital Ad Recognition
- Digital Flipbook Recognition
- Step and Repeat Photo Recognition at All Events
- Screen Recognition at Holiday Benefit Concert
- Provides 100 meals/100 toys
- 8 Premium seats at Benefit Concert

Gold: \$5k

- Logo on Tree Banners
- Social Media Recognition
- Digital Ad Recognition
- Digital Flipbook Recognition
- Step and Repeat Photo Recognition at All Events
- Screen Recognition at Holiday Benefit Concert
- Provides 50 meals/50 toys
- 4 Premium seats at Benefit Concert

Red: \$2.5k

- Logo on Tree Banners
- Social Media Recognition
- Digital Ad Recognition
- Digital Flipbook Recognition
- Provides 25 meals/25 toys
- 2 tickets to Benefit Concert

Green: \$1k

- Logo on Tree Banners
- Social Media Recognition
- Provides 10 meals/10 toys



Sponsorship Levels

Questions?

Please contact us at dennis@thesoulofsanta.org



Media Coverage



The Soul of Santa is growing at 18th and Vine

Published: Dec. 1, 2023 at 10:26 PM CST
Facebook, Email, Print, Twitter, LinkedIn



WATCH HERE



The Soul of Santa is Coming to town



WATCH HERE



READ HERE



The Soul of Santa Christmas Album pays homage to Kansas City's holiday music heritage

November 1, 2023 by Mar'Che Boggess



READ HERE

Meet The Team



TUCKER E. LOTT
FOUNDER, CEO



DENNIS POWELL JR.
EXECUTIVE DIRECTOR



IMAN POWELL
OPERATIONS



DENICE G. LOTT
ACTIVITIES COORDINATOR

Meet The Board



TUCKER E. LOTT



DENNIS POWELL JR.



TIM MCCOY II



MARY BARNES



SHAWN EDWARDS



J. RYAN LOTT



ROBERT ROGERS



JOHN WOOD



Thank You!

Your unwavering support is the heart and soul of our nonprofit, weaving a beautiful tapestry of hope and transformation.

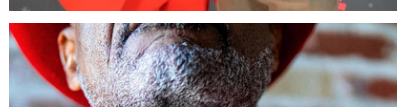
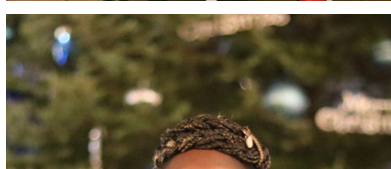
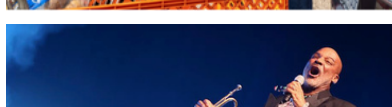
Your generosity is more than just a donation; it's a guiding light that brightens the path toward brighter futures. Your steadfast belief in our mission brings energy to every program, initiative, and individual we touch.

Year after year, your dedication serves as a powerful reminder of your commitment, walking alongside us in our mission to spread goodness. Your ongoing support, every single day, empowers us to break boundaries and create meaningful change in the lives of those we serve, both near and far.

Your consistency and faith are the driving forces behind our ability to make a real difference.

Thank you for your support of our efforts to "Do Good 365!"

Dennis Powell
Executive Director



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