

ABOUT THE OPPORTUNITY



2024 Beneficiary:
The Boyce L. Ansley School
Honorary Chair:
Mary Perrin
Co-Chairs:
Sara Blackwood and Tucker Mahoney

The CATHEDRAL of
ST. PHILIP
2744 Peachtree Rd NW
Atlanta, GA 30305

“The Ansley School is changing the lives of some of the most vulnerable children and their families in Atlanta. They are not only providing quality, consistent education for unhoused children, but also working with their families who are navigating the perils of poverty. The Ansley School is doing pivotal work to improve the lives of unhoused families in our city. Please join me as a sponsor for the opportunity to change the lives of so many.”

— Mary Perrin, 2024 Honorary Chair

In January 2024 Cathedral Giving by Design, will celebrate and support the Boyce L. Ansley School. The Ansley School educates children experiencing homelessness in kindergarten through the 4th grade in Atlanta, Georgia, and provides vital support services for their families to break generational cycles of poverty and housing insecurity. There are almost 2,000 children experiencing homelessness in Atlanta schools, and countless more who are not even enrolled. By investing in this event, you are changing the lives of children and families, so that they can thrive beyond their circumstance.

Cathedral Giving By Design is a two day celebration of design and hospitality in the Southeast. Sold out in 2023, the 2024 Friday evening event will bring together the best of the Cathedral community, the Atlanta design and real estate communities, and Ansley School supporters. We expect tickets to the Saturday morning star-studded designer panel, including mega-influencer Paloma Contreras, will sell out with patron packages and corporate sponsorships. The home tour, with highly visible Atlanta estates in Buckhead and Ansley Park, including one home designed by an HGTV star, will attract a robust audience from Atlanta and throughout the Southeast.

Cathedral Giving By Design offers strategic partners the ideal opportunity to reach some of Atlanta’s most sophisticated consumers while demonstrating civic engagement and corporate responsibility. Our audience reaches far beyond our in-person participants via social media and digital platforms; we target an affluent and engaged demographic. With a 50+ year history, the event is a fixture of Atlanta’s philanthropic social scene, attracting an influential base of customers and supporters who reside in 4 of the top 6 most affluent zip codes in the state of Georgia. Given last year’s success, and the homes and designers committed for this year, we anticipate that our audience will grow substantially in 2024, offering high-profile visibility for our sponsors.

Our goal is to raise \$500,000 for the Boyce L. Ansley School in 2024 to add a 5th grade for the 2024-25 school year. This is your opportunity to join us!

SHOW HIGHLIGHTS AND IMPACT

In 2024, Cathedral Giving By Design will build on the rich 52-year history of community outreach by the Episcopal Church Women of the Cathedral of St. Philip. To date, the Cathedral Antiques Show and Cathedral Giving By Design have donated over \$6 million to meet the needs of some of Atlanta’s most vulnerable citizens. In 2023, Cathedral Giving By Design reimagined the Cathedral Antiques show to reflect modern tastes, highlight world-class interior design, and welcome a broad audience of all ages and backgrounds. The inaugural two-day event donated over \$290,000 to the Women’s Resource Center to End Domestic Violence. The event included a sold-out Friday evening party, a standing-room only designer panel, and a well-attended tour of homes. Cathedral Giving By Design coverage has appeared in the *Atlanta Journal-Constitution*, *Flower Magazine*, *Northside Neighbor*, *Atlanta Homes & Lifestyles*, *Business of Home*, and *ADAC* newsletters and social media. This broad reach maximizes sponsor visibility and brand awareness. Starting in 2023, well-known social media design and lifestyle influencers promoted Cathedral Giving By Design, bringing a vibrant, new audience to the event. The 2023 social media campaign reached thousands of followers nationwide and grew our social media base by over 1,100 new followers, further advancing our reach and visibility for sponsors.

Show website: cathedralgivingbydesign.org



@cathedralgivingbydesign



SPONSORSHIP OPPORTUNITIES

CATHEDRAL
GIVING BY DESIGN

\$25,000 PREMIER SPONSOR

- Featured recognition as Premier Sponsor in all event print and press materials
- Full-page ad in event program and *Atlanta Homes & Lifestyles* magazine
- Recognition as Premier Sponsor during opening remarks at the Welcome Home Party and Designer Panel
- Top Tier Corporate logo on sponsor pages of event program and in *Atlanta Homes & Lifestyles* magazine
- Top Tier Corporate logo on signage at Welcome Home Party and Tour of Homes
- Top Tier Corporate logo and link on event website
- 5 promotional posts or stories on event social media accounts
- 20 Welcome Home Party tickets; 20 Tour of Homes ticket; 20 Designer Panel tickets
- One first row parking place with promotional signage for Welcome Home Party and Designer Panel

\$10,000 DIAMOND SPONSOR

- Featured recognition as Diamond Sponsor in all event print and press materials
- Half-page ad in event program and *Atlanta Homes & Lifestyles* magazine
- Recognition during opening remarks at the Welcome Home Party
- Top Tier Corporate logo on sponsor pages of event program and in *Atlanta Homes & Lifestyles* magazine
- Top Tier Corporate logo on sponsor signage at Welcome Home Party and Tour of Homes
- Top Tier Corporate logo and link on event website
- 3 promotional posts or stories on event social media accounts
- 10 Welcome Home Party tickets ; 10 Tour of Homes tickets; 10 Designer Panel tickets
- One first row parking place with promotional signage for Welcome Home Party and Designer Panel

\$5,000 PLATINUM SPONSOR

- Featured recognition as Platinum Sponsor in event program and *Atlanta Homes & Lifestyles* magazine
- Quarter-page ad in event program and *Atlanta Homes & Lifestyles* magazine
- Corporate logo on sponsor pages of event program and in *Atlanta Homes & Lifestyles* magazine
- Corporate listing on sponsor signage at Welcome Home Party
- Corporate listing and link on event website
- 1 promotional post on event social media accounts
- 6 Welcome Home Party tickets; 6 Tour of Homes tickets; 6 Designer Panel tickets

\$2,500 GOLD SPONSOR

- Recognition as Gold Sponsor in event program and *Atlanta Homes & Lifestyles* magazine
- Corporate listing on sponsor signage at Welcome Home Party
- Corporate listing and link on event website
- 4 Welcome Home Party tickets; 4 Tour of Homes tickets; 4 Designer Panel tickets

\$1,000 SILVER SPONSOR

- Recognition as Silver Sponsor in event program and *Atlanta Homes & Lifestyles* magazine
- Corporate listing and link on event website
- 2 Welcome Home Party tickets; 2 Tour of Homes tickets; 2 Designer Panel tickets



CATHEDRAL GIVING BY DESIGN

a journey through homes & hospitality

January 19-20, 2024

Cathedral Giving By Design is a two day event celebrating the joy of design and hospitality. Continuing a long tradition of philanthropic giving to the Atlanta community, all net proceeds will benefit the Boyce L. Ansley School. The weekend will be a design and entertainment showcase with a suite of events including a festive welcome party, live auction, designer speaker panel and tour of homes that is sure to inspire. The events will raise awareness about the Ansley School and the necessary funds to add a 5th grade in the 2024-2025 school year. We invite you to join us!

EVENT SCHEDULE

Friday, January 19, 2024

Welcome Home Party

6:30 p.m.

Cathedral of St. Philip

Please join us for an evening of cocktails, dinner, and a live auction to celebrate and kick off the event. Prepare to raise your paddle high for the Ansley School!

Saturday, January 20, 2024

Beyond the Front Door: Trends in Decorating, Lifestyle and Entertaining

10 a.m. – 11:30 a.m.

Join us for coffee, mimosas and a fun conversation with some of the South's favorite designers. Featured panelists Melanie Turner, Paloma Contreras, Heather Dewberry, Will Huff, and Mallory Mathison Glenn, will invite you into their world of design as they share their perspective on bringing beauty into your home.

“A Journey Through Homes & Hospitality”

Tour of Homes

11 a.m. – 4 p.m.

Immerse yourself in a tour of exceptionally decorated homes. In Buckhead, these include Melanie Turner and Stan Benecki's personal home, a historic Italianate estate originally designed by Philip Shutze; a stately home on Habersham Road for a family of four designed by Wyatt Designs; and a Greek revival home, known as White Oaks, for a growing family of seven designed by Suzanne Kasler. In Ansley Park, tour a colorfully vibrant home for a family of four designed by HGTV's Brian Patrick Flynn. Whether patrons are design-curious or decor aficionados, they are sure to be inspired by the chic and stylish exhibition.

Committee Members: Mary Perrin (Honorary Chair), Sara Blackwood (Co-Chair), Tucker Mahoney (Co-Chair), Nancy & John Beane, Chris Cann, Emily Followill, Laura Fryer, Alexis Guilbert, Beverly Gwynn, Jeannie Haden, Kate Hearne, Kathryn Howell, Haven Long, Anne Matthews, Yancey McCollum, Laura Menkes, Julia Mitchener, Andi O'Bryan, Mary Perrin, Alden Potts, Julie Rief, Kathryn Roberts, Blake Segars, Daisy & Mac Starr, Caroline Willis



THE BOYCE L. ANSLEY SCHOOL

Beyond Circumstance



PURPOSE

The Boyce L. Ansley School educates children experiencing homelessness in Atlanta and provides vital support services for families to break generational cycles of poverty and housing insecurity.

The school offers rigorous, high-quality education and collaborative family support while taking into consideration the unique traumas associated with experiencing homelessness.

The program empowers children and families to thrive beyond their circumstances.



HISTORY

Starting in 2018 with a pre-kindergarten classroom and expanding by one grade each year, the Ansley School provides consistent education and support while parents work to stabilize their family unit.

In 2020, the Ansley School moved to its present home on Ralph McGill Boulevard. During the 2023-2024 school year, the school expanded to a second floor. This additional space provides more classrooms, flexible learning areas, and better privacy in counseling and therapeutic work.



SERVICES

For the 2023-2024 school year, the Ansley School will serve over 60 students and 40 families, in Kindergarten through the 4th grade.

Every student receives breakfast, lunch, snacks, uniforms, and school supplies, as well as access to school transportation and an after-school program.

The school also provides in-house social workers and therapists who work with teachers to ensure that each child is mentally and emotionally prepared to learn.

CATHEDRAL GIVING BY DESIGN

The Ansley School is thrilled to partner with Cathedral Giving By Design to add a 5th grade for the 2024-2025 school year. With the 5th grade, the Ansley School will be able to educate and improve the lives of children for the entirety of their elementary school education. In this partnership, the Cathedral community will build on a legacy of supporting homeless persons in our community. With this partnership, we will extend our focus to encompass families and children. Together, we will work to provide a complete, robust, and rigorous elementary school education for our City's most vulnerable children.