



2024
COMMUNITY
PROJECT



ABOUT US

Since October of 2021 Gift and Thrift has organized over 80 events, 10 of which were large scale block parties with over 100 vendors in downtown

Mesa with an average attendance of 1,000-3,000 people.

Gift and Thrift started as a store, but it has become much more than a store. Our passion is people. We love to gather community around art, music, food and anything that brings joy. Nadeen and Steven Hathaway opened up a small gift shop in downtown Mesa and then started to organize and host markets with local vendors, food and live music.



We are interested in partnering with a local business to help grow our reach and positive impact in the community. We are focused on cross marketing our events with the needs of the community, such as supplies and resources for the unsheltered and a space for art and music of all kinds to be welcomed and appreciated.



We've hosted a local market in downtown Mesa every month for the last two years with the attendance growing each time.



In addition to the shop and markets we also book and host local live music concerts. We've booked over 100+ bands and 50+ concerts in the last year.

PROJECTS WE'VE WORKED ON



We are very proud to have organized the first Pride event in all of Mesa. In 2021 there were counseling resources, family planning and so many more sponsors that provide resources to the LGBTQ+ community.



Over the last two years we've focused on the city of Mesa and we've positioned our ourselves into the community as a beacon to all things art, music and local.

LIFETIME COMMUNITY PROJECT



Together with Lifetime Windows we would like to become a household name in the prominent historic district of downtown Mesa. The historic district of Mesa is home to some of the most affluent people in the city. While providing events for them to attend we can encourage them to engage in our community impact projects while getting to know Gift and Thrift & Lifetime Windows as local brands. Seeing Lifetime Windows associated with such a positive and impactful project would undoubtedly enrich the brand and reputation.



OUR GOALS

During the months of August, September and October partner with Lifetime Windows to hyper focus on 85201 and become household names for events and community impact projects that would in turn generate business for Lifetime Windows.

Provide positive events and experiences to the community that highlight the arts.

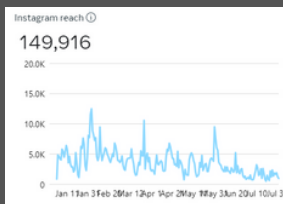
Provide a location for donation drop offs and supply distribution for the unsheltered during this record breaking heatwave.

GIFT & THRIFT REACH

Since starting Gift and Thrift we made a point to collect contact information from all our customers, vendors and market attendees. Our social media and digital strategy has a target audience of females ages 25-45. 80% of our 7,000+ followers fall into our target market and are within 5 miles of Downtown Mesa.

PLATFORM	GIFT & THRIFT REACH
INSTAGRAM	7,300+
FACEBOOK	600
EMAILS	3,800
TEXT/PHONE	1292

Year to date



Recent email blast stats.

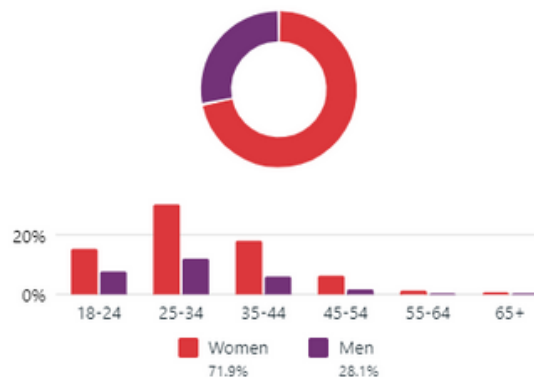
Email sent 7.28

Sent	3,800 >
Delivered	3,751 >
99% of those sent	
Opened	2,594 >
69% of those delivered	
Clicked	87 >
2% of those delivered	

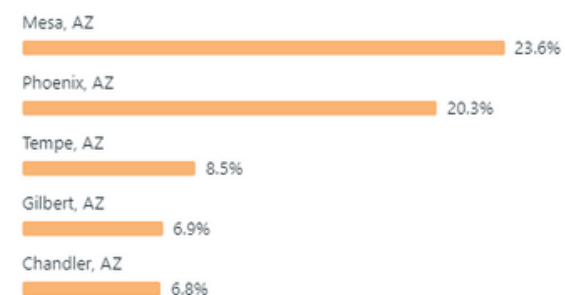
Instagram followers ⓘ

7,358

Age & gender ⓘ



Top cities



BUDGET PLAN

With the help of Lifetime Windows Gift and Thrift can handle all other expenses over the cost of renting the building. Gift and Thrift would responsible for maintenance, utilities, advertising, event organization and liability of the property.

PLAN	BUILDING RENT	MINIMUM DEAL GOAL FOR LIFETIME WINDOWS
AUGUST	\$2,500	2
SEPTEMBER	\$2,500	2
OCTOBER	\$2,500	2
TOTAL	\$7,500	6

Our commitment to Lifetime Windows would be to solicit business within our circle and through our marketing efforts to have at least 2 deals a month come through Gift and Thrift as direct referrals. We will stay in close communication with Lifetime to be sure the leads we send are following through and we can work together to close deals anyway we can.

PROPOSED TIMELINE

Weekly indoor markets with local vendors, food and live music. In addition to the weekend markets we'll have free community events during the week such as art classes, jewelry making and small business workshops, etc.

Evenings will have concerts with 100 person capacity. All events are open to all ages, no smoking, no drinking.

AUGUST

Tue 8/1
Wed 8/2
Thu 8/3
Fri 8/4
Sat 8/5 Market
Sun 8/6 Market
Mon 8/7
Tue 8/8
Wed 8/9
Thu 8/10
Fri 8/11
Sat 8/12 Market
Sun 8/13 Market
Mon 8/14
Tue 8/15
Wed 8/16
Thu 8/17
Fri 8/18
Sat 8/19 Market
Sun 8/20 Market
Mon 8/21
Tue 8/22
Wed 8/23
Thu 8/24
Fri 8/25
Sat 8/26 Market
Sun 8/27 Market
Mon 8/28
Tue 8/29
Wed 8/30
Thu 8/31

SEPTEMBER

Fri 9/1
Sat 9/2 Market
Sun 9/3 Market
Mon 9/4
Tue 9/5
Wed 9/6
Thu 9/7
Fri 9/8
Sat 9/9 Market
Sun 9/10 Market
Mon 9/11
Tue 9/12
Wed 9/13
Thu 9/14
Fri 9/15
Sat 9/16 Market
Sun 9/17 Market
Mon 9/18
Tue 9/19
Wed 9/20
Thu 9/21
Fri 9/22
Sat 9/23 Market
Sun 9/24 Market
Mon 9/25
Tue 9/26
Wed 9/27
Thu 9/28
Fri 9/29
Sat 9/30 Market

OCTOBER

Sun 10/1 Market
Mon 10/2
Tue 10/3
Wed 10/4
Thu 10/5
Fri 10/6
Sat 10/7 Market
Sun 10/8 Market
Mon 10/9
Tue 10/10
Wed 10/11
Thu 10/12
Fri 10/13
Sat 10/14 Market
Sun 10/15 Market
Mon 10/16
Tue 10/17
Wed 10/18
Thu 10/19
Fri 10/20
Sat 10/21 Market
Sun 10/22 Market
Mon 10/23
Tue 10/24
Wed 10/25
Thu 10/26
Fri 10/27
Sat 10/28 Market on Main
Sun 10/29 Market
Mon 10/30
Tue 10/31

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ESTIMATE

Super Unicorn Dad DBA Gift and Thrift
551 S Mesa Dr, Mesa, AZ 85210, UNITED STATES
contact@giftandthriftmesa.com; Website:
www.GiftAndThriftMesa.com

Estimate No#: 0001

Estimate Date: Jul 31, 2023

\$7,500.00
ESTIMATED AMOUNT

BILL TO

Lifetime Windows

Cesar Prado

cesar@lifetimewindows.com

#	ITEMS & DESCRIPTION	QTY/HRS	PRICE	AMOUNT(\$)
1	08.01.23 Building Rent at 400 N Pima Dr for community collaboration. Indoor weekly events. Concerts, community supply drives.	1	\$2,500.00	\$2,500.00
2	09.01.23 Building Rent at 400 N Pima Dr for community collaboration. Indoor weekly events. Concerts, community supply drives.	1	\$2,500.00	\$2,500.00
3	10.01.23 Building Rent at 400 N Pima Dr for community collaboration. Indoor weekly events. Concerts, community supply drives.	1	\$2,500.00	\$2,500.00
Subtotal				\$7,500.00
TOTAL				\$7,500.00 USD

LIFETIME THANK YOU



Thank you for you for the continued support you've shown us and the community around Mesa. We look forward to this project with you.

With gratitude,
Nadeen & Steven Hathway

contact@giftandthriftmesa.com

480.489.1370

www.GiftAndThriftMesa.com