



# City Council Communication

**AGENDA DATE:** May 18, 2026

**LEGISTAR ITEM #:** 26-031

**PRESENTER:** Charles Dukes  
Office

**DEPARTMENT:** City Manager's

<input type="checkbox"/> Administrative Business	<input checked="" type="checkbox"/> Noticed Council Business
<input type="checkbox"/> Informational Presentation	<input type="checkbox"/> Consensus-Building Presentation

## **BACKGROUND/REQUEST**

Pennock Center for Counseling Sponsorship Request

Co-Sponsor: Joanna Sandoval

**From:** [OpenForms](#)  
**To:** [Peters, Annette - CM](#)  
**Subject:** Open Forms submission for a Council Sponsorship Request.  
**Date:** Friday, February 20, 2026 10:50:52 AM

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## Open Forms submission for a Council Sponsorship Request.

Someone has filled out a request for a Council sponsored event.  
Information below.

1. Type of Sponsorship Requested	
Application date	2/19/26
Please indicate types of in-kind sponsorship sought	
Please indicate amount of cash requested	\$1,000
Please indicate amount of cash requested for school or school-related group	

2. Organization/Group Details	
Registered Name of Organization:	Pennock Center for Counseling
Doing Business As:	
Contact Name:	Rachel Monroe
Contact Title/Position:	Development & Communications Director
Mailing Address:	211 S. 21st Ave.
City:	Brighton
State:	CO
Zip:	80601
Email:	rachel.monroe@pennockcounseling.org
Organization or Event Website:	<a href="https://2026HHBF.auctria.events">https://2026HHBF.auctria.events</a>
Business phone:	303-655-9065 Ext. 13
Mobile number:	720-966-0122
3. Not-For-Profit Status	
Upload documentation here	<a href="#">2026 PCC Annual Sponsorship Packet.pdf</a>
Not-for-profit	Yes
Registered in Colorado	Yes
Registered Not-For Profit for Tax Purposes	Yes
Tax Exempt No.:	20-0986823
Mission/Purpose of the Organization	<p>Pennock Center for Counseling is a 501(c)(3) nonprofit counseling center in Brighton, Colorado serving the greater Brighton community and surrounding rural areas.</p> <p>The center exists to fill a gap in mental health</p>

(attach additional documentation if needed):	services by increasing access to care through the use of our sliding fee scale to determine fees. The center also adjusts fees to meet the needs of those experiencing financial hardship. We offer the community low or no cost therapy (individual, family, adolescent and group therapy).
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#### 4. Program/Event Details

Name of Program/Event:	Healing Hearts Benefit
Type of Program/Event:	Annual fundraising gala
Event or Program Mission/Purpose (attach additional documentation if needed):	This annual event is our only fundraising gala of the year, which helps us to bring in much needed funding to continue to work towards our mission of providing accessible and affordable mental health care to those who need it most.
Is this a fundraising event?	Yes
If yes, who will receive the proceeds?	Pennock Center for Counseling
Fundraising recipient's 501(c)3 Number	20-0986823
Event Address:	Riverdale Regional Park, 9755 Henderson Rd, Brighton, CO 80601
Event Date(s):	August 15, 2026
Event Time(s):	5pm - 9pm
Expected Number of Participants:	175
Please attach a schedule detailing major portions of	

the event, if applicable	
Event Open to the Public?	Yes
Has this event been previously held?	Yes
Number of previous occurrences:	10
<b>5. Benefits Proposal</b>	
Check all of the proposed benefits, goods and/or services the City would receive if approved.	Booth/table at event Verbal recognition at event Recognition in social media Banner at event Event tickets/free admission City logo on marketing materials City logo on website
List other	Depending on the level of sponsorship selected, all or most of the above would be part of the benefit package.
Attach list of other	
<b>6. Event Promotion/Marketing</b>	
Please list how the program/event will be promoted, including both digital and/or print methods and attach copies of available materials. Materials from previous occurrences of the event may be used if similar to marketing planned	The event will be promoted in various ways, including our monthly e-newsletter which is emailed out to 500+ supporters of our organization, on our social media channels and at any networking opportunities that we attend.

for current event.	
7. Insurance	
Does the organization/group possess General Liability Insurance? A copy of the certificate must be supplied with this application.	Yes
Upload certificate copy	<a href="#">2026 General Liability Insurance Certificate.pdf</a>
8. Event Budget and Funding (required only for cash requests)	
How is the event being funded? Please list all types, including sponsorships, vendor fees, ticketing, etc.	Sponsorships Ticket Sales Silent Auction Live Auction Paddle Raise Fundraising Games
Please list all event fees that will be charged below, including registration, entry, spectator, vendor sign-up, parking, etc.	Sponsorships include tickets to the event Any additional tickets will be \$75/each
Please list all Sponsors and Sponsor Contributions.	We have just began to solicit sponsorships for this event so at this time we only have three confirmed sponsorships but anticipate 5-10 more sponsors will commit in the coming weeks. 27J Schools - \$1,000 Worth Wealth Management - \$500

	Rippy Allstate Insurance - \$500
9. Event Booths (required only for cash requests)	
Vendor/Sponsor Booths at the Event	No
Number of booths	
Will they be selling products and/or services?	No
Please list the types of products and/or services that will be sold.	We will be selling tickets for game prizes to help raise additional funds at the event. The prizes and games have not yet been determined.
10. Exception Criteria (required only for cash requests)	
	<p>1. Why our organization is seeking a donation from the City</p> <p>Pennock Center for Counseling is requesting sponsorship support for our upcoming Healing Hearts Benefit, our signature annual fundraising event dedicated to sustaining and expanding access to mental health services for individuals and families in our region. We provide accessible and affordable counseling services for residents of Brighton and surrounding communities, including Commerce City. No one is turned away due to inability to pay, and many of our clients rely on sliding-scale fees or subsidized care.</p> <p>Demand for mental health services continues to rise, particularly among individuals facing financial hardship, family instability, trauma, and other barriers to care. Funds raised through the Healing Hearts Benefit directly support counseling sessions, community-based mental health programs, and</p>

operational capacity that allows us to serve vulnerable populations. While we understand that the City of Commerce City does not typically provide monetary donations or sponsorships, we are respectfully submitting this request for consideration due to the measurable benefit our services provide to Commerce City residents.

## 2. Financial breakdown of how requested funds would be utilized

Requested sponsorship funds would be applied directly to program and service delivery, including:

Subsidized Counseling Services (approximately 50%)

Offsetting reduced-fee and no-fee counseling sessions for uninsured or underinsured clients, including children, adults, and families.

Community Mental Health Programs (approximately 20%)

Support for outreach, workshops, and prevention-focused mental health education accessible to community members.

Clinical Operations & Care Materials (approximately 15%)

Assessment tools, therapeutic resources, telehealth platforms, and client support materials used in treatment.

Access & Equity Support (approximately 10%)

Language access resources, transportation assistance when available, and intake coordination for high-need clients.

Provide statement here.

Event & Fundraising Cost Recovery (approximately 5%)

Basic event expenses to ensure that the majority of proceeds remain directed toward client care.

All funds received through sponsorship are tracked and allocated toward direct mission impact and service delivery.

### 3. How the requested funds meet City criteria

#### a. Broad community impact and Commerce City identity building

Our services strengthen the overall health and resilience of the region by expanding access to professional mental health care. Commerce City residents are among those served through our affordable counseling programs. By supporting mental wellness, family stability, and crisis prevention, the impact extends beyond individual clients to schools, workplaces, and neighborhoods. Participation in the Healing Hearts Benefit also highlights community-wide commitment to mental health and supportive services.

#### b. Approximate number of Commerce City citizens benefited

Each year, we serve clients from multiple surrounding municipalities, including Commerce City. Based on recent client origin data, we estimate that dozens of Commerce City residents and families receive counseling services annually, with additional individuals reached through community education and outreach programs. With increased funding capacity, we expect this number to grow.

	<p>c. Benefit to the economic health of the community          Accessible mental health care contributes to economic stability by helping individuals maintain employment, improve productivity, reduce crisis-related service utilization, and strengthen family functioning. Early and affordable intervention reduces reliance on more costly emergency and social services. Healthier residents contribute more consistently to the local workforce and economy, creating a positive ripple effect across the community.</p>
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11. Required Attachments (required only for cash requests)

<p>Please indicate below which attachments are being provided with the application.</p>	<p>501(c)3 Copy or Letter of Determination of Exempt Status          Event Schedule          Marketing Materials          Certificate of Insurance          Event Budget Detail          Exception Criteria</p>
<p>Attach documents here</p>	<p><a href="#">501 (c)(3) IRS letter pdf.pdf</a>  <a href="#">Rachel - 2025 HHBF Expense Breakdown.pdf</a>  <a href="#">2026 HHB Save the Date (8.5 x 11 in).pdf</a></p>

Signature

Printed name	Rachel Monroe
Title	Development & Communications Director
	<a href="#">Link to signature</a>
Date	2/20/26