



SOUTHSide
AMBASSADORS
BETHLEHEM

Greetings,

We are grateful for your interest in supporting our **SouthSide Ambassadors Program**, with a dedicated team working each day to maintain a clean, safe, and welcoming Southside Bethlehem community. Our Ambassadors are much more than a maintenance crew – they are a welcoming neighborhood presence for residents, workers, and visitors alike.

Through environmental stewardship like litter removal, snow and leaf clearing, landscaping, cigarette recycling, and power washing, the Ambassadors beautify our public spaces. Team members also provide friendly engagement with all passersby, welcome visitors and offer directions, and check in on individuals who appear to be in need.

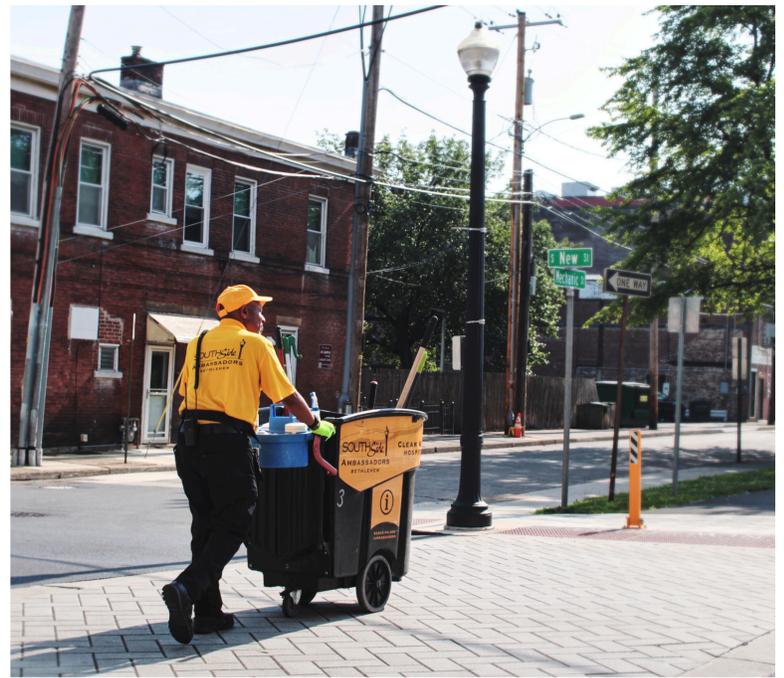
With a blended approach of both data-driven capacity management and thoughtful response to neighborhood needs, the Ambassadors execute a comprehensive community-oriented program. The team records activities and outcomes in a custom data platform, which shows us seasonal and hyperlocal trends and demonstrates the concrete impact of your investment. Ambassadors deliver lasting community impact, contributing to a vibrant and resilient Southside for years to come.

BEDCO appreciates all contributions to this vital community program. We are grateful to work with funding partners at all levels, and we are thrilled to amplify your partnership!

With Gratitude,

Sean Ziller
Executive Director

Sandra Zajacek
Operations Manager



In 2025 alone, our dedicated Ambassadors:

- removed more than **94,000** pounds of garbage from the public realm
- averaged more than **4,500** greetings per month

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BEDCO

Annual Support Tiers *(tier benefits are cumulative)*

Hand Tool Hero [\$250+] Cover the cost of a full replacement **set of hand tools** our Ambassadors rely on: brooms, dust pans, grippers, scrapers, and more.

→ SHOUTOUTS THROUGH SOCIAL MEDIA CHANNELS

Block Brightener [\$1,000+] Replace and maintain a **Mega Brute**, the Ambassadors' rolling sidekick you see out on the sidewalks!

→ ORGANIZATION NAMED ON BEDCO WEBSITE AND MATERIALS



Sidewalk Champion [\$5,000+] Fund **annual equipment-related expenses**.

→ YOUR LOGO INCLUDED ON BEDCO WEBSITE AND MATERIALS

Seasonal Steward [\$10,000+] Cover **uniform replacement costs** each year. The Ambassadors work in all weather, all year long, so the right clothing matters!

→ NAMED IN DEDICATED PRESS RELEASE AND ACROSS PUBLIC OUTREACH

Founders Circle [\$25,000+] Pays the Ambassadors **office rent** for three years.

→ RECOGNITION IN ANNUAL IMPACT REPORT DISTRIBUTED TO PARTNERS AND MEDIA

Core Donor [\$50,000+] The team has a **work truck**, but we are exploring the possibility of updating to a more fuel-efficient and reliable option.

→ YOUR LOGO INCLUDED ON SOUTHSIDE WAYFINDING SIGNAGE

Legacy Partner [\$85,000+] Hire and sustain an **additional team member**, expanding the team's capacity and geographical footprint in the Southside.

→ YOUR LOGO INCLUDED ON AMBASSADOR EQUIPMENT AND UNIFORMS

