

# SOMNVIE

SLEEP WELL | LIVE WELL



## Vision for Tomorrow: Beyond Bedding - Building Hope and Dignity in Safe Havens with Somnvie

### The Problem:

Invisible struggles deserve the softest comfort. Domestic violence safe houses, hospices, and homeless shelters offer refuge, but quality bedding often eludes them. Budget constraints and security concerns limit options, leaving residents with subpar products in times of immense need. This lack of comfort compounds the emotional and physical burdens residents face.

### Our Solution:

Somnvie's Share the Comfort pillow program provides vulnerable residents with comfort they need. We empower our Independent Brand Associates to become *local heroes*, turning customer orders into tangible gestures of care. For every purchase at a local Somnvie event, a luxurious Somnvie pillow is donated to a chosen non-profit within their community. This isn't a one-size-fits-all model; Brand Associates personally select the shelters they want to impact, forging authentic connections and ensuring donations address specific needs. Beyond pillows, we offer discontinued luxury bedding items, extending the warmth and comfort to sheets, blankets, and more.

## The Results:

Share the Comfort isn't just a community support program; it's a catalyst for growth. Since its 2020 launch, our Brand Associate team has expanded by 430%, fueled in part by their dedication to this meaningful program. This passion translates to over 416% growth in gross revenue, demonstrating the program's positive impact on both community and business. The numbers, however, only tell part of the story. Over 50 facilities have been touched by this initiative, receiving more than 2,000 pillows and bedding products. These donated Somnvie products represent more than just comfort; they offer a sense of dignity, a touch of normalcy, during stressful and chaotic times.

### Since inception ...

- **Over 2,000 lives impacted**
- **Benefits received by 52 facilities in 30 states**
- **416% growth in revenue over four years**
- **430% growth in Brand Associate sponsoring**

“For every order, we can donate a pillow to a non-profit. Our Share the Comfort program is a HUGE part of why I do what I do!” - Lisa Gibb, Somnvie Founding Director, Brand Associate

Somnvie Share the Comfort is a testament to the transformative power of compassion and community. It empowers individuals to take ownership of their impact, creating a ripple effect of generosity that touches countless lives. This program is not just about donating luxury bedding; it's about fostering hope, rebuilding lives, and weaving a network of care where comfort takes center stage, even during the darkest of times.



## Somnvie Brand Associates Delivering Bedding to Safe Havens throughout the USA



Mandy Bauer Widtfeldt

June 26, 2023 · 🌐

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Thank you [Paige Sullivan](#) for your offer... with each Somnvie bedding order, a Share the Comfort sleeping pillow will be donated to a foster child served by LCFS. I highly recommend the oversized sleeping pillow! [https://shop.bydesign.com/somnvie/...](https://shop.bydesign.com/somnvie/)



“One of the highlights of the year is when my family and I deliver new bed pillows to the Kevin Guest House. [www.kevinguesthouse.com](http://www.kevinguesthouse.com)

This special place provides a home away from home for families receiving much-needed medical care. Our, Share the Comfort, fundraiser is underway and for every order placed this month, Somnvie will donate a new bed pillow to KGH. To support our effort please visit- [www.somnvie.com/nanner](http://www.somnvie.com/nanner) Be in touch if I can help you. Love and thanks.” Nancy Murphy, Somnvie Founding Director

“When a survivor comes to our shelter, one of the first things we hope they understand is that they can find rest here. Donations of brand-new pillows through Somnvie and Share the Comfort’s mission fits so perfectly with how Haven House works to support and provide for domestic violence survivors and their families in our shelter.” *Alicia Stark, Community Relations Coordinator at Haven House*

