



SPONSORSHIP PACKET





About *Off the Street, On Their Feet: Sleep Out Supporting Homeless Families*

The Nicholas House *Off the Street, On Their Feet: Sleep Out Supporting Homeless Families* event is about so much more than spending one no-frills night sleeping on cardboard. It supports advocacy efforts on behalf of 5,000+ metro Atlantans experiencing homelessness each night. It brings into focus the impact of poverty on the lives of families in our communities.

Nicholas House *Off the Street, On Their Feet* participants see the problem and are part of the solution. They are lending their voices, networks and resources to help. Individuals participating in the Sleep Out bring attention to issues regarding family homelessness and hunger. For one night, participants experience the uncertainties thousands face daily by sleeping out on the ground. Through the evening's programming, participants learn about the work being done by Nicholas House to address some of our community's most pressing issues.

The *Off the Street, On Their Feet Sleep Out Supporting Homeless Families* event raises awareness and funds to end family homelessness, and in doing so, proves that loving Atlanta-area communities can work together to build a stronger society. It takes our entire community working together to help end family homelessness. The *Off the Street, On Their Feet* event is an opportunity to show support for our communities' vulnerable homeless families who are put at serious risk night after night.

Why Become a Sleep Out Sponsor?

Align your business with a high-profile, well-supported charity. Position your business as a supporter of community issues to your internal, external and community audiences. Make your business known to Atlanta communities' constituent base of over 50,000+ households. Nicholas House offers corporate partners an opportunity to support homeless families towards self-sufficient lives. Our staff will work with your company to develop a partnership that meets your corporate social responsibility objectives and business goals. Our most successful partnerships are collaborative and integrated across a company's human resources, philanthropy, public relations and communications strategies.

ABOUT NICHOLAS HOUSE

Nicholas House first opened its doors in 1982. At the time, there wasn't a single shelter in Atlanta capable of housing homeless families for more than a night and none were able to provide the long-term care and assistance to lead people back into self-sufficiency.

Nicholas House is the only shelter in Atlanta that takes in homeless families regardless of composition. We believe that during a trauma as big as homelessness, no family should be separated.

Our mission is to help homeless families achieve self-sufficiency.

Housing

Nicholas House provides four housing programs along with supportive services to meet the various levels of need that homeless families face. With our continuum of care, we are addressing the unique challenges facing homeless families.

Adult Education and Training

Nicholas House's Adult Education and Training programs help create a new future by defining goals and providing the educational and training support to make dreams a reality.

Youth Programs

Nicholas House's Youth Services programs focus on breaking the cycle of poverty and homelessness for future generations, while simultaneously supporting a healthy family life today. Our Youth Services address the unique educational, emotional, social and behavioral needs of homeless children with after-school programming, a nine-week summer camp, evening activity hours and mentoring designed for age-specific groups.

Aftercare

Nicholas House follows families after they leave our program for up to two years to maintain contact, assess long-term success, and ensure full transition to self-sufficiency so that no unforeseen problems create a relapse to homelessness.

Learn more about Nicholas House and read inspiring success stories at www.nicholashouse.org



Off The Street On Your Feet Sponsorship Levels

Partner In Hope: \$5,000

- Exclusivity for company industry -no other *Partner In Hope* sponsor in your industry will be sought.
- Brief speaking opportunity as a *Partner In Hope* sponsor during the event.
- Featured in marketing campaign as *Partner In Hope* sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleep Out event.
- Highlighted in news media interviews with radio and television news outlets.
- Listed in all *Off the Street, On Their Feet* press releases.
- Opportunity to provide promotional gifts to guests and participants.
- Recognition in Nicholas House's Annual Report and e-Newsletter.
- Professional photography provided of event on CD of the Sleep Out Event.
- Award and special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 25 volunteer participants.

Motivator: \$3,000

- Featured in marketing campaign as *Motivator* sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleep Out event.
- Opportunity to provide promotional gifts to guests and participants.
- Recognition in Nicholas House's Annual Report and e-Newsletter.
- Professional photography provided of event on CD.
- Certificate of Appreciation and special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 20 volunteer participants.

Inspirer: \$1,500

- Featured in marketing campaign as *Inspirer* sponsor.
- Mentions in social media and verbal recognition during the event.
- Listed on signage displayed at Sleep Out event.
- Opportunity to provide promotional gifts to guests and participants.
- Recognition in Nicholas House's Annual Report and e-Newsletter.
- Professional photography provided of event on CD.
- Special gift basket presented by Nicholas House Board Member during event.
- Nicholas House exclusive Day of Service for up to 15 volunteer participants.

Interested in sponsorship through in-kind donation?

We are looking for companies to donate new sleeping bags and blankets. Donated items will help to benefit homeless families.

Have a specific sponsorship interest in mind?

We welcome sponsorship ideas and suggestions to help grow interest in the event and benefit homeless families. Please contact Terrisita Terry at tterry@nicholashouse.org or 678 490-6482 regarding sponsorship.



Photo from 2017 *Off the Street, On Their Feet: Sleep Out Supporting Homeless Families* (more photos and details at www.nicholashouse.org)

THE PROBLEM

Every day, more than 1,100 homeless family members are on the streets of Atlanta. Over 800 of those are children. Families are one of the most rapidly growing segments of the homeless population. While only 1% of the U.S. homeless population consisted of families in 1980, last year their share rose to 36%. The average age of a homeless person in the U.S. is only 9 years old.

The *Off the Street, On Their Feet: Sleep Out Supporting Homeless Families* event occurs from 7-9pm on Friday, October 5, 2018 at the Nicholas House shelter - 830 Boulevard SE, Atlanta, GA 30312. Sleep Out Participants will "Sleep Out" from 10:00 pm on 10/5 until 5:00 am 10/6/18. The event will help the homeless families Nicholas House serves get *Off the Street, On Their Feet!*

OUR MISSION

Nicholas House's mission is to help homeless families become self-sufficient by providing them with a temporary place to live while addressing the root causes of their homelessness so that they never become homeless again. We are the only shelter in Atlanta to keep families of any composition intact.

THE IMPACT OF YOUR SLEEP OUT SPONSORSHIP

By becoming a sponsor of *Off the Street, On Their Feet: Sleep Out Supporting Homeless Families*, you will help Nicholas House to support more people on a journey towards moving away from homelessness forever: from getting off the streets, to living in a new home, to learning new skills and securing employment. Sponsorship will help vulnerable families to live independently and will ensure that Nicholas House can continue its life-changing and, in some cases, life-saving work.



**Questions about the Sleep Out event? Interested in becoming a Sleep Out Sponsor?
Please contact Terrisita Terry, at tterry@nicholashouse.org or 678 490-6482.**