

# Women's Housing Coalition

Opening Doors to Change

## Corporate Partners (2015)

Support from businesses, small and large, lays the foundation for Women's Housing Coalition to do the essential groundwork with homeless women and families, so they can have health, social and financial stability in their lives.

We invite you to join a growing number of corporate partners and develop a sponsorship that best meets your needs for brand recognition, visibility, employee participation, creativity and measurable results.

\*Renewed 2016 Partners as of May 31, 2016

### Platinum Partners – \$10,000 and up

The Whiting-Turner Contracting Company\*  
Hamel Builders, Inc.\*

### Silver Partners - \$5,000

Berkshire Associates, Inc.\*  
Enterprise Community Investment, Inc.\*  
Homes For America\*  
PNC Bank\*

### Bronze Partners - \$3,000 and up

Cove Property Management, LLC\*  
Gallagher, Evelius & Jones LLP\*  
Humphrey Management\*  
Miles & Stockbridge, P.C.\*  
V2, Inc.

### Copper Partners - \$1,000 and up

Chesapeake Community Advisors\*  
Club Hippo  
CohnReznick, LLP\*  
Eastern Savings Bank\*  
EWrit Filings, LLC  
Healthy Neighborhoods  
L & H Business Consulting, LLC\*  
MECU of Baltimore, Inc.\*  
Merrill Corporation  
Osprey Property Company, LLC\*



PSA Insurance and Financial Services\*  
Shelter Properties, LLC\*  
Wine and Canvas of Baltimore, LLC\*

### Community Partners – up to \$1000

Advance Business Systems  
American Communication Equipment Co., Inc.  
Carlo's Italian Bistro  
Carney, Kelehan, Bresler, Bennett & Scherr LLP\*  
Dex Imaging  
Elegant Restoration, Inc.  
Eric Figurelle Team of Long & Foster Real Estate\*  
K. Lechleiter Architect, LLC\*  
Lib's Raw Bar & Grill  
Malvin, Riggins & Company, P.C.  
Northfield Sales Co., Inc.  
Primary Residential Mortgage, Inc.\*  
Sassy Hair Chick, Inc.  
SILO .5% LLC  
Summit Business Technologies, LLC\*  
The Lichter Group  
Tustin Mechanical

Women's Housing Coalition Presents:

# Corporate Sponsorship Opportunities

Values: \$10,000 • \$7,500 • \$5,000 • \$3,000 • \$1,000 • \$500

## Creativity

- We are just as committed to creating a corporate partnership and sponsor opportunity that meets your needs as we are to tailoring our programs to meet the individual needs of our residents. Using the following, as well as working one-on-one with your business – Let's create together!



## Brand Recognition Opportunities

- Inclusion on on-site event signage
- Inclusion on event promotional pieces (posters, PowerPoint, brochures—logo or name)
- Naming rights or presenting sponsorship of a section or area
- Inclusion on pre-event mailings (must commit sponsorship of \$5,000+ by March 7<sup>th</sup>)
- Promotion of sponsor through Women's Housing Coalition social media, e-newsletter, and/or website
- 'Signage' on Women's Housing Coalition's website and/or e-newsletter
- Links to sponsor website from Women's Housing Coalition's website.



## Visibility Opportunities

- Promotion of relevant sponsor leverage activities through Women's Housing Coalition's social media, e-newsletter, and/or website
- License to use Women's Housing Coalition or event logo(s), images and/or trademark(s) for the sponsor's promotion, advertising, or other leverage activities
- Securing and administration of entertainment, celebrity appearances etc. to appear on sponsors' behalf
- Provision by sponsor of spokesperson/people, celebrity appearances, etc. for sponsored event

## Stakeholder/Employee Participation Opportunities

- Tickets to the "A View From My Room" Annual Event
- Use of venue for sponsor-related supporting event before or after main event.
- 'Ownership' of part of the event by employees (for example: Greeting attendants)
- Provision of a WHC spokesperson for meet-and-greets or employee motivation
- Creation of a volunteer day specifically for employees
- Creation of an employee donation or volunteer program



### Ancillary or Supporting Events Opportunities

- Discounts and/or invitations to WHC FUN Committee events throughout the year, such as Wine and Canvas, Family Bowling and Hops for Housing
- Signage, sampling and other benefits at ancillary parties, receptions, events, etc.

### Contra Opportunities

- Opportunity for sponsor to provide media value, in-store/in-house promotion in trade for part of sponsorship fee
- Opportunity for sponsor to provide equipment, services, technology, expertise or personnel useful to the success of the event in trade for part of sponsorship fee
- Opportunity for sponsor to provide access to discounted media, travel, printing, or other products or services in trade for part of sponsorship fee.

### Measurable Results

- In 2015, 90% of U.S. consumers said they would switch brands to one associated with a cause, given comparable price and quality.\*
- Millennials and Employee Engagement - In 2015, 6 out of 10

Millennials said a sense of purpose is part of the reason they chose to work for their current employer.\*\*

- WHC Constituency Reach: 2,700 mailing; 2,100 online; 8 events each year
- Women’s Housing Coalition manages and operates 4 properties with historic significance that are award-winning buildings. This is possible through strategic community and business partnerships to invigorate our communities.
- In 2015, 99% of residents kept stable and safe housing with Women’s Housing Coalition. On average 25% of our residents move on to stable independent housing each year.



### Confirm a Commitment

We will follow up with you to create and confirm the sponsorship that works for you. Please feel free to contact Executive Director - Beth Benner at [BBenner@WomensHousing.org](mailto:BBenner@WomensHousing.org) or Development Manager - Kristin Danielson at [KDanielson@WomensHousing.org](mailto:KDanielson@WomensHousing.org) or call 410-235-5782 ext. 105 with any questions, confirmations or requests.

**Thank you! We look forward to working with you.**

\*Cone Communications/Ebiquity's 2015 Global CSR Study

\*\* The Millennial Survey 2015 (Deloitte)

*The Women’s Housing Coalition, Inc. is a 501©3 nonprofit organization, donations to which are tax deductible to the fullest extent of the law. A copy of our current financial statement is available by contacting The Women’s Housing Coalition at 410.235.5782. Documents and information submitted to the State of Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.*



# Women's Housing Coalition

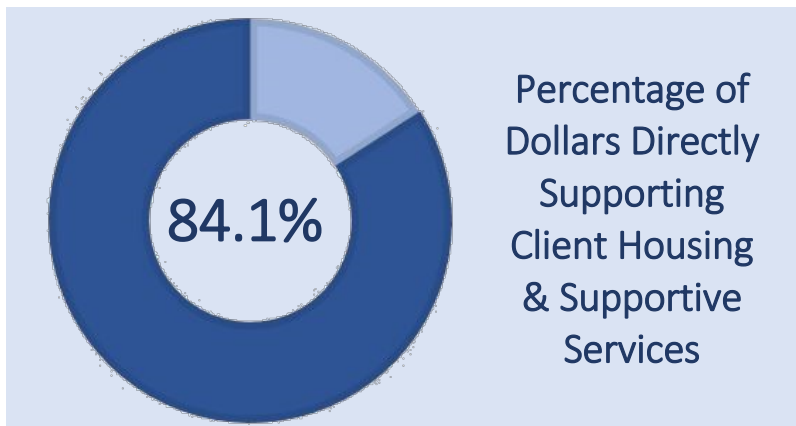
Opening Doors to Change

You are an essential part of the team that produces great results year over year. Your generous donations have accomplished the following this year:

- **99%** of residents kept stable and safe housing with Women's Housing Coalition.
- **Nineteen women (including 3 families with 7 children)** moved on to other safe and affordable housing, including market-rate apartments, subsidized housing or family.
- **On average 25%** of our residents move on to stable independent housing each year.
- **\$10,207** is the average income of our residents.
- **36%** of residents are/were employed at some point during the year; **93%** of residents maintained or increased their income during the year.
- **Over 70%** of our residents met at least 2 of their goals within 6 months of setting them.



Housing and working with people who were homeless who want to take control of their lives and need help to lead stable lives for the rest of their lives.



## Population

- Low-income women (and families) who are homeless
- Have a diagnosed disability of a mental health, substance abuse, HIV or chronic health condition
- 98 women at a time (including 21 families with 45 children)

## Services

- **Individualized one-on-one meetings**  
Each resident meets with their case manager a minimum of twice per month. Residents identify their long term goals. An Individual Service Plan (ISP) made up of smaller goals is developed and evaluated every 6 months. Case managers use “motivational interviewing” techniques to aid residents in acknowledging barriers and developing plans to overcome them.
- **Referral/Deferral to Experts**  
As residents develop goals, case managers give referrals for specialty services like medical health, mental health, specific education/trainings, etc.
- **Programs led or contracted by Women's Housing Coalition**  
Programs like jobs readiness, jobs coaching, nutrition, fitness, mind/body connection, budgeting, social interactions, parenting, conflict mediation, etc. are offered directly to residents