

make a difference and  
become a help the homeless  
sponsor today

[helpthehomelessdc.org](http://helpthehomelessdc.org)

help the homeless walkathon



Nearly 12,000 people in the Washington, DC area are without homes. More than 40% are families and one in four is a child. The Help the Homeless Program, which culminates with a Walkathon on the National Mall, raises funds to support organizations working to prevent and end homelessness in the Washington, DC area. Since 1988, the Program has raised more than \$85 million, impacting thousands of families and children in our communities.

#### **make a difference**

Make a difference in the lives of these families and children by becoming a Help the Homeless Sponsor. Last year, with the support of Sponsors like you, the Help the Homeless nonprofit organizations touched more than 400,000 clients offering more than 6,200 housing units to the Washington, DC area.

#### **become a help the homeless sponsor**

Sponsors have an opportunity to financially support one or more of the Help the Homeless Beneficiary Organizations with the Organization(s) receiving up to an additional 20% of your Sponsorship contribution through the Sponsor Incentive Award program – making your Sponsorship even more valuable.

Review the Sponsor Levels in this brochure and choose which works best for you and/or your organization. Then go online to [helpthehomelessdc.org](http://helpthehomelessdc.org) to register your Sponsorship Commitment.

to learn more and to become  
a help the homeless sponsor, go to  
[helpthehomelessdc.org](http://helpthehomelessdc.org) today



## 2011 sponsor commitment level and promotional opportunities

## examples of how your sponsorship can help the homeless

### \$100,000 (select up to 5 beneficiaries)

- 75 free walker registrations
- Logo on Help the Homeless T-shirt
- Logo on Help the Homeless website with link to Sponsor's website
- Logo on Walkathon signage
- Selected Beneficiary(ies) is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 22 homeless individuals provided shelter for six months OR
- 12 formerly homeless families provided at least nine months of affordable housing OR
- 5 formerly chronically homeless individuals sustained in permanent supportive housing for one year

### \$50,000 (select up to 4 beneficiaries)

- 50 free walker registrations
- Logo on Help the Homeless T-shirt
- Logo on Help the Homeless website with link to Sponsor's website
- Logo on Walkathon signage
- Selected Beneficiary(ies) is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 11 homeless individuals provided shelter for six months OR
- 9 formerly homeless families provided four months of affordable housing

### \$25,000 (select up to 3 beneficiaries)

- 40 free walker registrations
- Logo on Help the Homeless T-shirt
- Logo on Help the Homeless website with link to Sponsor's website
- Logo on Walkathon signage
- Selected Beneficiary(ies) is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 5 homeless individuals provided shelter for six months OR
- 6 formerly homeless families provided at least two months of affordable housing

### \$10,000 (select up to 2 beneficiaries)

- 35 free walker registrations
- Name on Help the Homeless T-shirt
- Name on Help the Homeless website
- Selected Beneficiary(ies) is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 400 homeless individuals provided a safe and warm place to sleep for one night OR
- 6 formerly homeless families provided at least one month of affordable housing

### \$5,000 (select up to 1 beneficiary)

- 30 free walker registrations
- Name on Help the Homeless T-shirt
- Name on Help the Homeless website
- Selected Beneficiary is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 36 homeless individuals provided a medical appointment OR
- 200 homeless individuals provided a safe and warm place to sleep for one night OR
- 3 formerly homeless families provided one month of affordable housing

### \$1,500 (select up to 1 beneficiary)

- 20 free walker registrations
- Name on Help the Homeless T-shirt
- Name on Help the Homeless website
- Selected Beneficiary is eligible for up to 20% of Sponsor contribution through the Sponsor Incentive Award program

- 1,500 meals served OR
- 60 homeless individuals provided a safe and warm place to sleep for one night OR
- 1 formerly homeless family provided at least one month of affordable housing



visit [helpthehomelessdc.org](http://helpthehomelessdc.org) or text HOME to 69866 to become a sponsor today