



Life Changer

Corporate Partnership Opportunities



Become part of the growing movement to end homelessness and hunger in Georgia.

With costs rising much faster than household incomes, far too many Georgians face housing and food insecurity – and live on the brink of homelessness. As the problem becomes alarmingly more widespread, we're working to strengthen our support system so that everyone has access to housing and food.

We not only provide resources in times of crisis, but work one-on-one with clients to address the underlying causes of homelessness and hunger and promote lifelong stability.

Will you join us?



Homelessness and hunger are more prevalent than most realize.

1-in-8  **1/3 are children¹**
Georgians face hunger¹



159/159

Every county in the state of Georgia saw an increase in food insecurity between 2018 and 2020²

Of people experiencing homelessness
27%
are "chronic"³

50%



Veterans are **50% more likely** to experience homelessness⁴

10% only 10% of apartments in Atlanta are affordable⁵

➔ About HOPE Atlanta

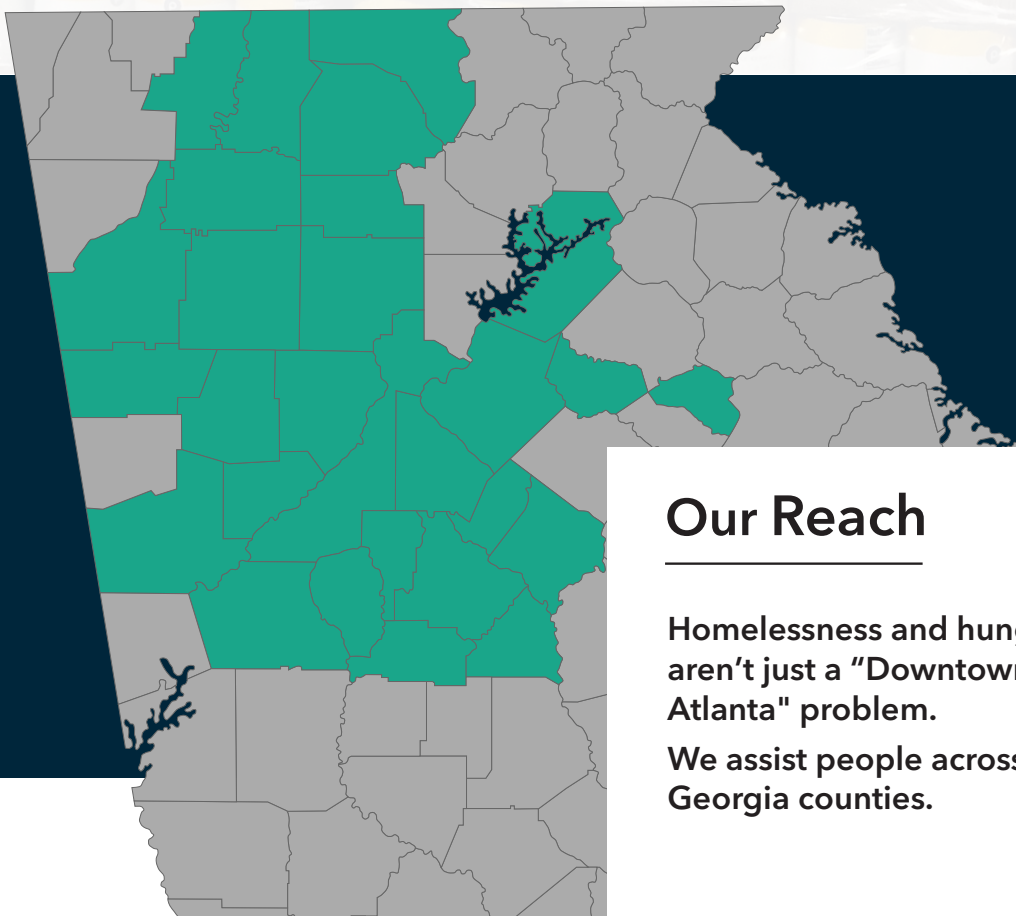
Founded in 1900, we are Metro Atlanta's longest-standing nonprofit agency committed to fighting homelessness. Recognizing an increased need for hunger relief and bold action amid COVID-19 and its economic fallout, Action Ministries joined HOPE Atlanta in 2021.

Together, we're building a comprehensive program to address growing homelessness and hunger needs.



We are stronger *together.*

We invite you to work alongside us to change lives and drive lasting change in the journey to end homelessness, hunger, and inequality. Our greatest strength is our community, and we're looking for purpose-minded corporate citizens to become "Life Changers" – and join the growing number of business leaders choosing to step up and spread HOPE.



Our Reach

Homelessness and hunger aren't just a "Downtown Atlanta" problem.

We assist people across 28 Georgia counties.

Why partner with HOPE Atlanta as a Life Changer?

- Establish your organization as a **leader in social responsibility**
- **Further your mission** through shared corporate values and purpose
- **Showcase your services and products** to an impassioned (and growing) audience
- **Network** with other leaders and change-makers in the community
- Engage employees looking to make a positive impact

By becoming a Life Changer, **you'll gain year-round exposure, the opportunity to sponsor our annual Heroes for HOPE gala, and team-building volunteer opportunities.** We're happy to provide tailored options to your team that meet your organizational goals!

Our Impact



1.8 MM

pounds of food distributed
to combat hunger

62K

SuperPacks for
food-insecure kids

1,358

Volunteers engaged

9,934

total served in our
housing program FY21



28%

are veterans



931

Evictions prevented
with rental assistance

2,131

People reached through
outreach, including
our airport and MARTA
programs

Your partnership changes lives.

By joining our cause, you're supporting a holistic and proven solution to homelessness and hunger.



Housing Programs. Stable housing is paramount to a person's ability to thrive. Our housing-first approach includes both temporary and permanent solutions.

Outreach. We meet people experiencing homelessness where they are – including MARTA, the airport, and encampments – with a simple message: we're here to help.

Prevention. For every person you see living on the street, there are hundreds more at risk of homelessness or living in unstable situations. We intervene with rental assistance, eviction prevention, and more.

Emergency Services. For many, a bit of bad luck – like a missed paycheck or health crisis – can spell disaster. We assist with rapid-rehousing, family reunification, and a steadfast shoulder to lean on.





Hunger Programs. Formerly Action Ministries, our meal distribution systems, food pantries, community kitchens and children's programs are tailored to the communities we serve.

Smart Lunch Smart Kid. We provide nutritious summer and school break meals and enrichment activities for nearly thousands of children across the state.

SuperPacks. For school children at risk of weekend hunger, we provide nutritional, nonperishable food that fits discreetly into a backpack.

Food Boxes. We leverage a vast network of food resources and volunteers to pack and distribute grocery boxes to families and individuals in need.

Women and Children's Community Kitchen (WCK).

Besides serving hot meals to anyone in need, the WCK is also a vital community support system for many.

Bagwell Food Pantry. Located in Rome, our food pantry provides meals and care products to neighbors in need throughout Northwest Georgia.



Special Programs. We provide individualized assistance, resources, and advocacy for populations at an increased risk of homelessness.

Veterans. We have dedicated teams and resources to support veterans and their families, who are more than 50% more likely to experience homelessness.

People Living with HIV/AIDS. With HIV/AIDS cases continuing to spike in Atlanta, our dedicated Special Needs Housing team ensures that this group's unique needs are met.

Permanent Supportive Housing. Many clients, including those with disabilities or substance abuse issues, need ongoing support after being housed. We provide that support system.

Life Changers Annual Corporate Partnership

	\$100,000 Sponsorship PREMIER PARTNER	\$50,000 Sponsorship DIAMOND PARTNER	\$30,000 Sponsorship PLATINUM PARTNER
ANNUAL SPONSORSHIP			
Customized Volunteer Experience at HOPE Atlanta Volunteer Center with music, food, fun and games	✓		
Opportunity for Social Media takeover on any HOPE Atlanta channels	✓		
Speaking opportunities at Heroes for HOPE Gala and at Young Professionals Board Quarterly Meeting	✓	Choose 1	
Opportunity to sponsor email blast to HOPE Atlanta list highlighting partnership & services (6k+ audience)	✓	✓	
Opportunity for media coverage/press release	✓	✓	
E-mail blast highlighting sponsorship	✓	✓	✓
Feature article on HOPE Atlanta blog highlighting partnership	✓	✓	✓
Invitation to Happy Hour Networking Event	✓	✓	✓
Recognition at Heroes for HOPE Gala	Full page ad in program	Ad in program	Logo in program
Heroes for HOPE Invitation Benefits	20 complimentary tickets	15 complimentary tickets	10 complimentary tickets
Inclusion in Annual Report	✓	✓	✓
Social media post highlighting sponsorship	4	3	2
Opportunity to nominate employee to Young Professionals Board	✓	✓	✓
Website recognition on HOPE Atlanta site for a year	Exclusive recognition on home page	Logo and link	Logo and link

PARTNERSHIPS LAST FOR ONE YEAR FROM JULY 1 - JUNE 30

\$20,000 Sponsorship GOLD PARTNER	\$10,000 Sponsorship SILVER PARTNER	\$5,000 Sponsorship BRONZE PARTNER	\$2,500 Sponsorship FRIEND
✓	✓	✓	✓
Logo in program	Name in program		
4 complimentary tickets	2 complimentary tickets	2 complimentary tickets	
✓	✓	✓	✓
2	1	1	1
✓	✓	✓	✓
Logo and link	Name and link	Name and link	Name and link

CORPORATE VOLUNTEER DAY PARTNER \$1,000

Social media post with photo of volunteer day. See *volunteer page for more information*

YOUR GIFT CAN HELP VETERANS, FAMILIES, AND KIDS IN NEED

\$30,000 - can prevent 12 families facing eviction from becoming homeless by covering 2 months of emergency housing

\$20,000 - can provide career certification for 40 single moms to help life a family out of poverty

\$10,000 - can feeds 40 school aged children every weekend for an entire school year

Events

Our corporate partners have the opportunity to gain exposure during high-profile events and campaigns throughout the year.

Heroes for HOPE Gala

Our signature annual event honors community members for their steadfast dedication to our mission.



100 Days of HOPE

Our largest yearly fundraising and awareness campaign launches in July, culminating in the Heroes for HOPE Gala.



Veterans Week

During the week of Veterans Day, we host an in-kind donation drive and campaign to support veterans experiencing or at risk of homelessness.



Corporate Happy Hours

We offer fun opportunities to network with fellow Life Changers and leaders in the community.



Volunteer Opportunities

Volunteerism makes a wonderful team-building activity and a huge community impact. Here are just a few ways organizations and individuals can get involved.

Sponsor a Designated Volunteer Day (\$1,000).

We'll help organize a volunteer activity for your group and recognize your service with a dedicated social media post.

Pack meals for kids and families. We're always looking for extra hands at the WeServe Volunteer Center, where we pack and supply more than 40,000 food boxes annually.

Serve in our community kitchen. Volunteers at the Women and Children's Community Kitchen serve hot meals to women and children in need and prepare 100 meals for mobile distribution to food-insecure seniors.

Volunteer virtually. Prefer to participate on your own time? We're always looking for food and supplies to aid our teams. A range of kits is needed, from move-in and hygiene kits to meal and snack packs.

To learn more or sign up, please visit hopeatlanta.org/volunteer/.



Yes, we wish to join HOPE Atlanta's mission as a Life Changer.

Please indicate your desired sponsorship level by checking the appropriate box below.

- ☐ Premier Partner \$100,000
- ☐ Diamond Partner \$50,000
- ☐ Platinum Partner..... \$30,000
- ☐ Gold Partner \$20,000
- ☐ Silver Partner \$10,000
- ☐ Bronze Partner..... \$5,000
- ☐ Friend \$2,500
- ☐ Corporate Volunteer Day Partner \$1,000

I'm interested in learning more about sponsorship opportunities for these events:

- ☐ Heroes for HOPE Gala ☐ 100 Days of HOPE Campaign

Sponsorship Information

Name (as you wish it to appear)

Mailing Address City/State/Zip

Daytime Phone

Email Address

Signature

Date

Please send your commitment form to Liz Liston,
Chief Development Officer at LListon@hopeatlanta.org.

Payment Information

- ☐ Please invoice me.
- ☐ Check is enclosed.
- ☐ I will pay by credit card
and make my gift online at:
lifechangers.hopeatlanta.org

Account Number

Name on Card

Security Code

Exp Date