



# 2025 SPONSORSHIP OPPORTUNITIES

815-271-5444 ext. 262  
HOSparrow.org  
LDalypost@HOSparrow.org





Dear Friend and Supporter,

Home of the Sparrow offers hope, opportunity, and support to women, children, and individuals experiencing homelessness in our community. As we approach 2025, the challenges these families face are greater than ever—rising costs, unstable employment, and the need for safe shelter. Many arrive with nothing but the clothes on their backs, making your support more critical than ever.

With your help, HOS can continue empowering women, children, and individuals in McHenry County and Northern Illinois, offering programs that help them transition from homelessness to stability. We invite you to sponsor one or more of our 2025 events, helping us deliver life-changing programs like Transitional Shelter, Affordable Housing, Rapid Rehousing, and more.

By partnering with us, you're not only impacting lives but also receiving valuable marketing exposure for your business. Our Premium Sponsorships offer flexible payment options and feature your business across marketing materials viewed over 100,000 times annually.

Please review the sponsorship levels and consider joining the HOS family. Over 80% of donations directly fund our programs and may be tax-deductible. For more information, contact [LDalyPost@Hosparrow.org](mailto:LDalyPost@Hosparrow.org) or call 815-271-5444 ext. 262.

Together, we can bring hope, opportunity, and support to those who need it most.

Thank you for your consideration!

**HOPE**

**OPPORTUNITY**

**SUPPORT**

# OUR IMPACT

## MISSION

To reduce the prevalence of homelessness among women, children, families, and individuals through creative strategies and community partnerships that result in lasting self-sufficiency.

## OUR PROGRAMS & SERVICES

- Transitional Shelter
- 5 Subsidized Apartments
- 28 Affordable Housing Units
- Multiple Rapid Rehousing Programs
- Intake Program
- Landlord Engagement Program
- Case Management
- Job Coaching and Career Planning
- Homeless Prevention Program
- Aftercare Services
- Basic needs assistance (clothing, toiletries, food, etc.)

## CLIENT IMPACT

In fiscal year 2024, HOS:

- Directly served 489 unique women, children, & individuals
- Helped over 2,200 individuals through phone referrals and community linkages
- 89% of individuals exiting transitional settings successfully enter a positive housing destination in fiscal year 2024
- 70% of the women that HOS served in fiscal year 2024 have experienced domestic violence
- In fiscal year 2024, 49% of HOS clients were children

## VOLUNTEERS

- In fiscal year 2024, HOS had over:
  - 604 volunteers who dedicated over 49,000+ service hours
  - 11 groups completed multiple projects at our various properties
  - Volunteers help with events, housing unit and shelter maintenance, yard work, and at the thrift stores

## THRIFT STORES

- 7 total stores - 6 under the banner of Sparrow's Nest Thrift Store & Donation Center (Cary, McHenry, Mundelein, Palatine, Third Lake, Woodstock), 1 under the banner of Community Threads in Arlington Heights
- In fiscal year 2024, HOS's Logistics Team averaged 175+ furniture pickups monthly
- Over 45+ store vouchers issued to HOS Clients
- Additional 60+ store vouchers issued annually to neighboring not-for-profit agencies to help their clients

# WHY SPONSOR?



**POSITIVE BRAND  
ALIGNMENT**



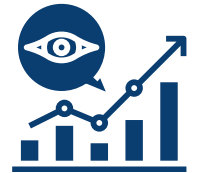
**NETWORKING  
OPPORTUNITES**



**TAX  
BENEFITS**



**EMPLOYEE  
ENGAGEMENT**



**INCREASED  
VISIBILITY**

# MEDIA CIRCULATION

Your company & business could be seen over

***100,000+ TIMES***

**every year when you sponsor Home of the Sparrow!**

Events featured in local News online calendars of the Northwest Herald, Patch, and McHenry Life  
(20,000-100,000 TOTAL REACH)

Sponsor logos included in all event-specific email marketing campaigns  
(27,000 TOTAL REACH)

Our events are posted to 10 Chamber of Commerce websites/calendars across Northern Illinois  
(1,000-26,000 TOTAL REACH)

Dedicated event website include highlight banners of each sponsor with logo and link to sponsor's website  
Sponsor logo included in HOS Newsletter that is distributed via email, social media, and on our website



**16,000+**  
**TOTAL FOLLOWERS**  
@Homeofthesparrowillinois  
7 Thrift Store Facebook Pages



**7,400+**  
**TOTAL FOLLOWERS**  
@Homeofthesparrowinc  
@Thesparrowsneststores  
@Community\_threads



**660+**  
**TOTAL FOLLOWERS**  
@TheSparrowsSong



**800+**  
**TOTAL FOLLOWERS**  
@Home of the Sparrow, Inc.



# KAREN'S STORY OF HOPE



“Growing up, my father was extremely physically abusive toward my mother. He would often leave her with black eyes, a broken nose, and a shattered spirit. After witnessing these horrors for the entirety of my young life, I vowed that I would never let myself get into the same situation. Years later, I met someone and I was so in love that I allowed the love I had for this man to be greater than the love I had for myself. His verbal and financial abuse was only amplified by his drug and alcohol addiction and it was only a matter of time before things became physical. I remember being so terrified of him that ***I would literally wet my pants as he stood over me and laughed.*** I knew I had to get my family away from him. When the opportunity presented itself, I left.

What I thought would be a chance at a new life for myself and my kids was, unfortunately, only the beginning of a painful journey. After we left, he followed us and began to stalk and harass me. We called the authorities, but he was always gone by the time they got there. It was so frustrating; ***I used to pray for my own personal bodyguard.*** After a few months, he tried to kill me. He had choked me, and I had visible finger imprints around my neck and burst blood vessels all over my face. He was arrested but released the very next day. The state of constant fear he put me in left me unable to work, and I could hardly provide for my kids. My friends wouldn't talk to me, and my family was angry with me because they felt like I wasn't doing enough about the situation. I fell into a deep depression, contemplating taking my own life. I felt like if I wasn't here, all this chaos that I caused would go away. I was so angry and tired of living in fear that my children and I got on the bus with four suitcases full of whatever we could fit in them and moved to Crystal Lake to live with my sister.

Although we had traveled states away, he quickly followed me here. That's when I decided it was time to seek help from a shelter. Not long into our journey, we found Home of the Sparrow. I remember being so scared and ashamed that we were going to be living in a shelter, but I was relieved to see that my preconceptions of a shelter were just that. We were given a two-bedroom unit to stay in and had daily chores and responsibilities; we were given budgets, and we were offered weekly classes on beneficial skills. The services offered for both the kids and the adults at HOS are phenomenal. To this day, my kids still talk about the great memories they have from being at Home of the Sparrow. ***Home of the Sparrow gave me the opportunity to breathe again.*** Being at the shelter gave us back structure and, most importantly, the opportunity for me to learn to love myself again. I stayed at HOS for four months before graduating and being able to move into my own two-bedroom apartment a few months later. Only four months after that, I moved into a house where I am still living.

Remember earlier when I told you I prayed for my own personal bodyguard? Well, God gave him to me. We recently started our own security business, and I am now proudly self-employed. Additionally, I'm launching a Women's Empowerment Program this year, which will help women through self-discovery and empowerment. ***My kids and I will forever be grateful for Home of the Sparrow and for everything they've done for our family. Thank you.***

# PREMIUM SPONSORSHIP OPPORTUNITIES 2025

BENEFITS	HOPE SPONSOR \$10,000	OPPORTUNITY SPONSOR \$7,500	SUPPORT SPONSOR \$5,000	SPARROW SPONSOR \$2,500
EVENT TICKETS	(2) Foursomes Annual Charity Golf Outing  Table for 8 Celebration of Women Luncheon  Table for 8 Signature Event  (6 Spark Hope Tickets)	(1) Foursome Annual Charity Golf Outing  6 Tickets Celebration of Women Luncheon  Table for 8 Signature Event  (4) Spark Hope Tickets	(1) Foursome Annual Charity Golf Outing  4 Tickets Celebration of Women Luncheon  4 Tickets Signature Event  (2) Spark Hope Tickets	
LOGO IN NEWSLETTER, ANNUAL REPORT, SOCIAL MEDIA, EBLASTS	✓	✓	✓	✓
VERBAL RECOGNITION AT HOME OF THE SPARROW EVENT	✓	✓	✓	✓
LOGO ON PROMO ITEMS AND EVENT MATERIALS	✓	✓	✓	✓
SPONSOR PROVIDED ITEM INCLUDED IN GOODY BAG <i>*FINAL SWING GOLF OUTING</i>	✓	✓	✓	✓
SPONSOR PROVIDED AD AND LOGO INCLUDED IN EVENT PROGRAM BOOKLET <i>*SIGNATURE EVENT</i>	Yes: Full Page	Yes: Quarter Page	Yes: Quarter Page	Yes: Full Page

# CELEBRATION OF WOMEN LUNCHEON 2025

March 7th, 2025 | Boulder Ridge Country Club, Lake in the Hills

BENEFITS	PRESENTING SPONSOR \$5,000	SPEAKER SPONSOR \$2,500	EMPOWERMENT SPONSOR \$1,500	AMBITION SPONSOR \$1,000	INNOVATION SPONSOR \$500	WOMEN-LED BUSINESS SPONSOR \$350
TICKETS	(3) VIP TABLES OF 8	(1) TABLE OF 8	(6) TICKETS	(4) TICKETS	(2) TICKETS	(2) TICKETS
LOGO ON SOCIAL MEDIA & EVENT EBLASTS	✓	✓	✓	✓	✓	✓
LOGO ON EVENT WEBSITE	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION AT HOME OF THE SPARROW EVENT	✓	✓	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE	✓	✓	✓	✓	✓	✓



**Commitment Deadline: Friday, March 1st 2025**



# SPARK HOPE WALK-A-THON 2025

Summer 2025 | Location TBD

BENEFITS	BLAZE SPONSOR \$5,000	FLAME SPONSOR \$2,000	IGNITE SPONSOR \$1,000	EMBER SPONSOR \$500
TICKETS	(10) TICKETS	(6) TICKETS	(4) TICKETS	(2) TICKETS
LOGO ON SOCIAL MEDIA & EVENT EBLASTS	✓	✓	✓	✓
LOGO ON EVENT WEBSITE	✓	✓	✓	✓
VERBAL RECOGNITION AT EVENT	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE	✓	✓	✓	✓
SWAG ITEM IN GOODY BAG <i>*SPONSOR PROVIDED</i>	✓	✓	✓	✓



**Commitment Deadline: TBD**



# “FINAL SWING” CHARITY GOLF OUTING 2025

August 4th, 2025 | Bull Valley Golf Club, Woodstock

BENEFITS	EAGLE SPONSOR \$2,500	BIRDIE SPONSOR \$1,500	PAR 3 SPONSOR \$1,000	TEE BOX SPONSOR \$500
TICKETS	(1) VIP FOURSOME	(1) FOURSOME	(2) TICKETS	
LOGO ON SOCIAL MEDIA & EVENT EBLASTS	✓	✓	✓	✓
LOGO ON EVENT WEBSITE	✓	✓	✓	✓
VERBAL RECOGNITION AT HOME OF THE SPARROW EVENT	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE	✓ <small>*INCLUDES ADDITIONAL SIGNAGE</small>	✓	✓	✓



**Commitment Deadline: July 29, 2025**

# SIGNATURE EVENT 2025

October 10th, 2025 | Location TBD

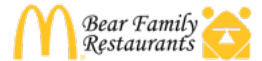
BENEFITS	DIAMOND SPONSOR \$6,000	PLATINUM SPONSOR \$3,500	GOLD SPONSOR \$1,500	SILVER SPONSOR \$1,000
TICKETS	(1) TABLE OF 8	(4) TICKETS	(2) TICKETS	(2) TICKETS
LOGO ON SOCIAL MEDIA & EVENT EBLASTS	✓	✓	✓	✓
LOGO ON EVENT WEBSITE	✓	✓	✓	✓
VERBAL RECOGNITION AT HOME OF THE SPARROW EVENT	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE		✓	✓	✓
1-PAGE AD IN PROGRAM <i>*SPONSOR PROVIDED</i>	✓	✓		
1/2 PAGE AD IN PROGRAM <i>*SPONSOR PROVIDED</i>			✓	
1/4 PAGE AD IN PROGRAM <i>*SPONSOR PROVIDED</i>				✓



**Commitment Deadline: TBD**

# THANK YOU 2024 SPONSORS

We are incredibly grateful for the generous support of our sponsors, whose commitment has made our fundraising events possible year after year. The success of each event—and, more importantly, the impact we're able to create together—would simply not be possible without the dedication and partnership of these remarkable organizations and individuals. Their contributions fuel our mission, strengthen our programs, and help us build a brighter future for those we serve. We extend our heartfelt thanks to each sponsor for their ongoing belief in our cause and their steadfast support.





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