

# Avenues for Hope

## Housing Challenge

December 12-31, 2018



## Here's how you can help address Idaho's housing needs.

**The eighth annual Avenues for Hope Housing Challenge will provide critical resources to more than 50 nonprofit housing providers to ensure Idahoans in need have access to safe, stable, affordable housing and supportive services.**

Last year, \$724,000 was disbursed to support more than 3,500 homeless and low-income Idahoans. Since 2011, the campaign has raised more than \$2.2 million.

The three-week online campaign uses a secure website at [avenuesforhope.org](http://avenuesforhope.org) where businesses and individuals are encouraged to donate to the housing nonprofits of their choice.

The campaign relies on generous sponsors to create a prize pool that will encourage charitable gifts from individual donors. The 2018 goal is to raise over \$850,000, including more than \$250,000 in prize money from sponsors.

Last year, every dollar of campaign donations was leveraged by 57 cents of sponsorship contributions. Sponsor donations will create a prize pool to encourage the nonprofits in their fundraising efforts. Campaign prizes are awarded to nonprofits that receive the most donors, raise the most money, random drawings, and more.



### WHY YOU SHOULD PARTICIPATE IN AVENUES FOR HOPE

*Every donation will help provide critical resources to ensure Idahoans in need have access to safe, stable, affordable housing, and supportive services.*

#### KEY DATES:

**Sponsorship Deadline:** November 1, 2018  
**Campaign Start:** December 12, 8:00 a.m. (MT)  
**Campaign End:** December 31, 11:59 p.m. (MT)

#### TO SPONSOR:

Contact [afh@ihfa.org](mailto:afh@ihfa.org) or Deanna Ward at 208.331.4756

#### SPONSORSHIP LEVELS:

- PLATINUM: \$10,000
- SILVER: \$2,500
- GOLD: \$5,000
- BRONZE: \$500

#### SPONSORSHIP BENEFITS:

- Statewide media and social media exposure – positive visibility for your company.
- Increased brand awareness and recognition – your organization's logo will be on the campaign website, social media, press releases and email newsletters.
- Public perception – opportunity to showcase your company's commitment to the community.
- Broad support of housing nonprofits – one donation will support 50+ organizations.