



# Corporate Engagement Opportunities

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Corporate sponsors play a vital role in sustaining People Serving People's ("PSP") ability to provide shelter and support services to families. Strategic partnerships blend financial support, volunteer engagement, and shared community impact to help advance People Serving People's mission.

Community partners demonstrate a deep commitment to strengthening PSP families through meaningful employee engagement and financial sponsorships. Partnership benefits vary and include recognition across digital and print communications, as well as storytelling opportunities that highlight your organization's impact and commitment to helping families build brighter futures.

## Annual Commitment Levels

### **Hope Builder** (\$1,000-\$9,999)

Partnership benefits include recognition across digital communications. Commitment at this level can serve up to 100 parents with job interview-ready clothing, supporting their job-seeking journey as they work toward economic and housing stability.

### **Community Champion** (\$10,000-\$49,000)

Partnership benefits include everything at the Hope Builder level and additional digital recognition. Commitment at this level can support up to 30 families with financial literacy education and a savings match (up to \$1,500) through our Families for Finance Program.

### **Change Maker** (\$50,000-\$99,999)

Partnership benefits include everything at the Community Champion level and additional digital recognition via social media, a newsletter, and PSP website. Commitment at this level can support PSP's critical early childhood education initiatives, which impacts more than 130 children annually.

### **Legacy Leader** (\$100,000+)

Partnership benefits include everything at the Change Maker level and an exclusive storytelling opportunity on the PSP website and in our newsletter with 15,000 subscribers. Commitment at this level can support up to 200 families with rental assistance (rent and utility payments, application fees, back-due rent) and flexible financial assistance, sustaining their long-term economic and housing stability.

## Sponsorship Benefits

| Recognition                     | Legacy Leader<br>(\$100,000+)                                                       | Change Maker<br>(\$50,000 - \$99,999)                                              | Community Champion<br>(\$10,000 - \$49,999)                                         | Hope Builder<br>(\$1,000 - \$9,999)                                                 |
|---------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Named sponsor on website        |    |  |  |  |
| Listing in annual impact report |    |  |  |  |
| Named sponsor in newsletter     |    |  |  |                                                                                     |
| Social media recognition        |    |  |                                                                                     |                                                                                     |
| Sponsorship story in newsletter |    |  |                                                                                     |                                                                                     |
| Logo on website                 |    |  |                                                                                     |                                                                                     |
| Logo in annual impact report    |    |                                                                                    |                                                                                     |                                                                                     |
| Featured partner on website     |  |                                                                                    |                                                                                     |                                                                                     |

## Why People Serving People?

People Serving People is at the forefront of possibility for families experiencing homelessness, as Minnesota's largest provider of prevention services, stabilization programs, early learning, and emergency shelter. We do far more than provide a place to stay—we are a vibrant and caring community that meets families where they are as they rebuild stability.

## Ready to explore opportunities to support families?

Reach out to Denyse Johnson, Institutional Giving Manager, to learn more.

Djohnson@peopleservingpeople.org or 612-277-0224

We recognize that every partnership is unique. While our sponsorship packages above offer strong visibility, we love to build custom offerings that fit your goals. By becoming a People Serving People sponsor and supporting families who are experiencing housing instability, you can see your values in action.