



## Help prevent & end homelessness for families

When families lose their homes, they shouldn't lose each other. Family Promise of Northern New Castle County keeps families together during the hardest time of their lives – then helps them quickly secure housing and lasting independence.

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**We ensure every family experiencing homelessness has access to shelter and resources to secure housing.**

# Our Beliefs

In Delaware, 1 in 30 children experience homelessness each year. Too many kids don't know where they will lay their head at night – and too many families are at risk of being split up just to get into a shelter.

**Our mission** is to prevent and end homelessness for families by engaging volunteers, donors, and the faith community. **We envision** a community in which every family has a home, a livelihood, and the resources for lasting independence.

**We believe** in working with our community to end family homelessness - a challenge faced by our community requires a community solution.



**In 2019, we served 44.9% of all families experiencing homelessness in the entire State of Delaware!**

# The Need

**18  
Kids**



**Become homeless each day**

**40%**



**of all homeless  
are families  
experiencing  
homelessness.**



**We are the only shelter that serves any family  
regardless of size, make-up or composition.**



## Brittney's Story

When families lose their homes, they shouldn't have to lose each other. Family Promise NNCC keeps families together when they experience homelessness — and helps them quickly move into their own housing.

Each year, 1 in 30 children in Delaware experience homelessness. These are families like Brittney's, pictured here. Brittney left Delaware to follow her former husband to Missouri with the hope he would fulfill his promise to change. She quickly found out that the violence only grew worse and her life and the lives of her children were in constant danger.

Like any other parent, Brittney did everything she could to keep her children safe. She filed a Protection From Abuse and for divorce. Her now ex-husband, in retaliation emptied their joint bank account, leaving Brittney penniless and nowhere to go in an unfamiliar state. Rather than return to her abuser, Brittney fought on for the safety of herself and her children.

Supporters like you gave Brittney a safe haven: Family Promise® NNCC. She could keep her family together while receiving safe shelter, home-cooked meals, and warm hospitality. Just as her abuser was granted visitation in Missouri despite her PFA, Brittney returned to Delaware with her children and entered the Hospitality Network. Brittney received sole custody of her children, got her old job as a Paraprofessional back, and quickly moved into housing. Brittney says she is "forever grateful for all of the love, support and shelter that was provided to me".

# Why Invest in Family Promise?

**With your support, we will serve over 600 children and their parents each year!**



**Every dollar you invest goes directly to transforming the lives of families in need.**

You will support programs that prevent and end homelessness. We're the most successful and cost-effective shelter in Delaware.



**Reach our dedicated base of 2,000+ volunteers, donors, and supporters.**

Our network trusts and supports companies that demonstrate their commitment to giving back to their community. We promote all of our sponsors and partners through our multimedia marketing capabilities.



**Join us in our commitment to improving our city and state by serving the most vulnerable.**

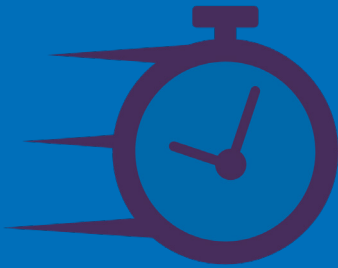
By helping families overcome homelessness, secure housing, and achieve lasting independence, we're making Delaware a better place to live for all families.

# Impact 2019

**84%**  
of families  
obtained  
permanent housing



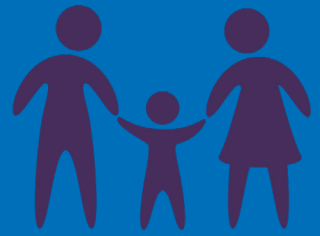
Families ended  
their homelessness  
in just **38 Days**



**2,100+**  
Volunteers



**171**  
Families  
served



**37,120**  
Meals  
Shared

**12,410**  
Bed nights  
provided



**53+** Partner  
Congregations

**16,000+**  
Volunteer  
hours served



# Why Sponsor an Event?

By sponsoring our events, your company will directly support our families and offset the costs of the events so their proceeds can go toward preventing and ending homelessness. You can choose to sponsor any combination of events.



**Do More 24 • March 2021**

Every March, for 24hrs Do More 24 attracts hundreds of local donors who're dedicated towards the advancement of our mission to end homelessness.



**5K Walk • June 2021**

Each year, the Highmark Walk for a Healthy Community attracts over 1,500 walkers who're committed to supporting Family Promise NNCC and other local nonprofits.



**Annual Breakfast • October**

In this celebratory and moving event, hundreds of invitees enjoy breakfast alongside families we served and hear their stories firsthand

## Benefits

### Shelter Sponsor \$1,000

Provide a day's worth of needed temporary shelter to eight families.

### Family Sponsor \$5,000

Provide the first month's rent to five families so they can move into housing.

### Hope Sponsor \$10,000

Each day, we serve 40 children. You'll support all of them for 2 weeks.

Public recognition at your chosen event(s)



Your company's logo in our print & online materials about your chosen event(s)



Prominent placement

Your company's name in our annual report



Your company's name in our monthly email newsletter before your chosen event(s)



Your company's logo in our email newsletter for 3 months after your chosen event(s)



Space for your company's materials at your chosen event(s).



Your company's logo at the beginning and end of videos about your chosen event(s).



# Who are our Supporters?



Your support will reach 2,000+ educated professionals who are motivated by our mission of ending family homelessness and dedicated to the organization.

**40%**

Working full time or self employed.

**45%**

Retired

**77%**

Have a bachelor's degree or higher - including 41% with a master's degree or higher.

**85%**

Said knowing that a company supports Family Promise NNCC would make them more likely to purchase its products/services.

**50%**

Have an annual household income of over \$100,000 - including 62% of our most committed supporters.

**41%**

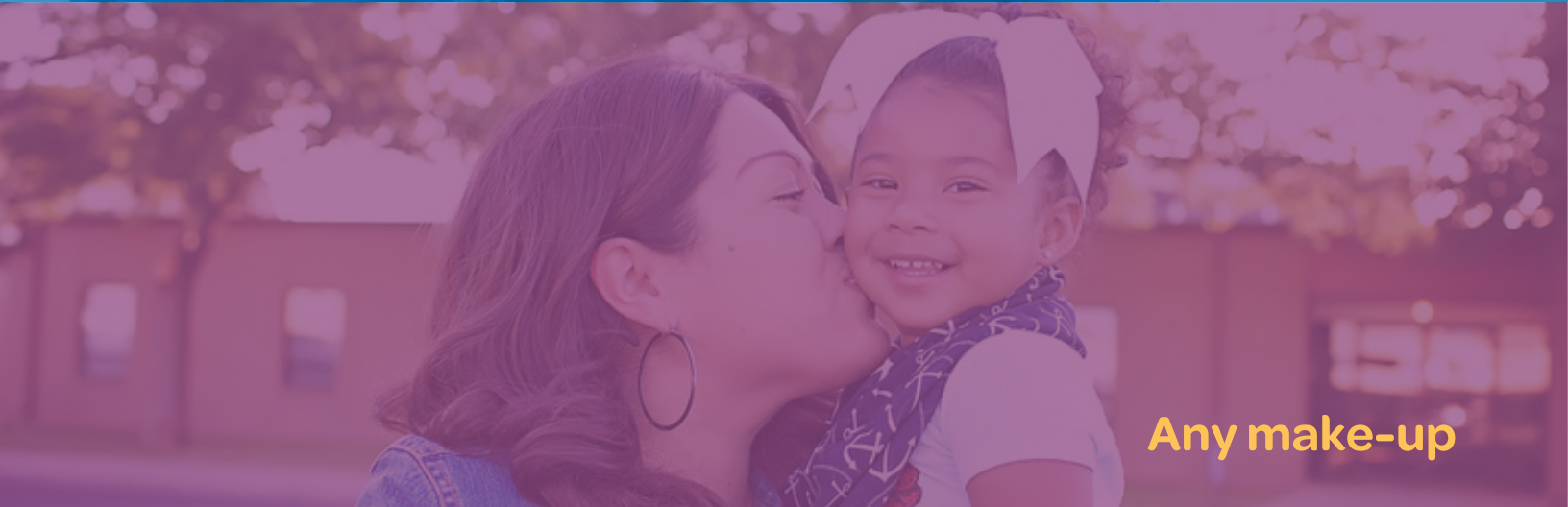
Said Family Promise NNCC is the most important or only organization for which they volunteer.

**96%**

Are motivated to serve by our mission of ending family homelessness in Delaware.



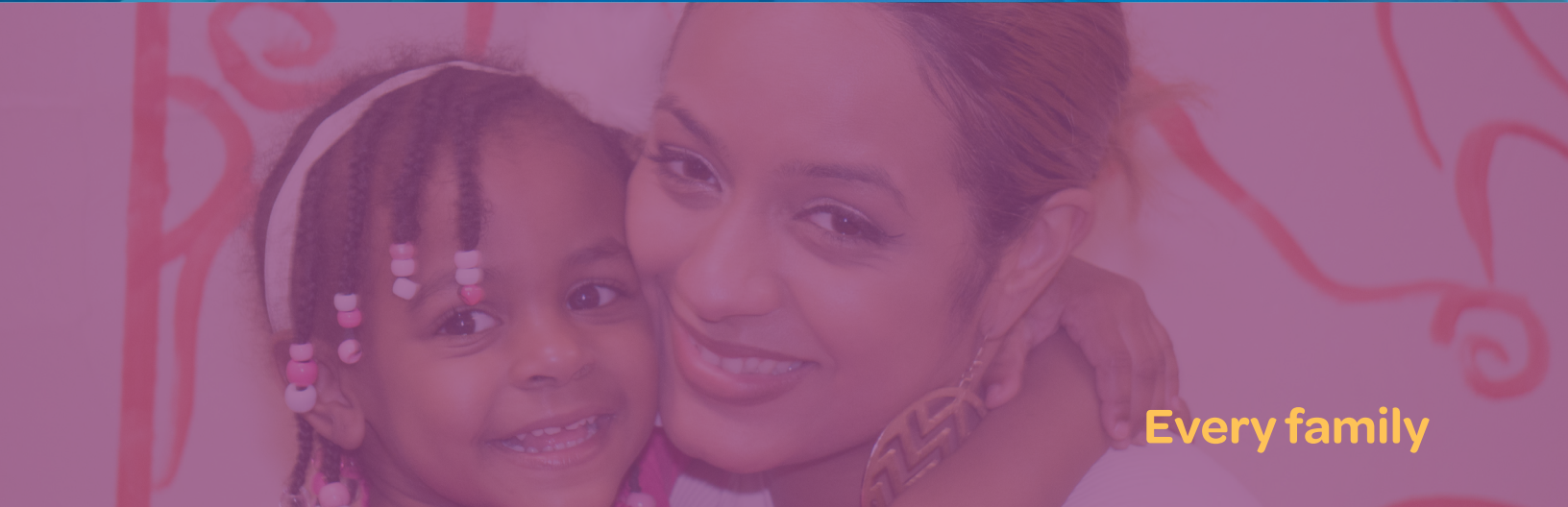
**Any size**



**Any make-up**



**Any composition**



**Every family**



# Leadership

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