



*Housing with compassion...
Development with vision*

Your generosity transforms lives and communities!

313 Mill Street
Poughkeepsie, NY 12601
845.454.5176
www.hudsonriverhousing.org

January 1, 2018

Dear Community Partner,



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Executive Director
Christa Hines

As we begin 2018, Hudson River Housing invites you to become an Annual Sponsor of our organization and work with us to build a stronger community. By partnering with Hudson River Housing as an Annual Sponsor, you have a direct impact on the lives of local people in need, and help our great Mid-Hudson Valley region thrive as an inclusive community for all.

Hudson River Housing provides a continuum of services that improves lives and communities through housing with compassion and development with vision. We create pathways out of homelessness through empowerment, education, and advocacy, and we strengthen communities by developing and preserving affordable housing and creating opportunities for people and places to thrive.

With your sponsorship, you will be prominently featured as a champion of this good work in our region. Sponsors receive ongoing benefits and marketing promotion throughout the year, which is detailed on the enclosed sheet. Sponsorship payments can be made in installments, making it easier to pledge your support today. We are more than happy to customize marketing opportunities for you, and will gladly discuss your goals and tailor options accordingly.

In 2018, we are offering a new special opportunity. Dutchess County has named 2018 the Year of the Veteran. As a provider of affordable housing and services to homeless and low-income veterans in our region, Hudson River Housing is proud to offer premium sponsorship packages tied to the Year of the Veteran. This past fall, Hudson River Housing faced the devastating news that funding for our programs for veterans had been eliminated by the Department of Veteran Affairs. Following this announcement we made a commitment to continue unabated our services to veteran families, and are looking for your support to help us keep that promise. More details are in the enclosed.

To confirm your Annual Sponsorship, simply complete and return the enclosed form. With your contribution, you are transforming lives and communities. We thank you for your support.

Sincerely,

Christa Hines
Executive Director



Annual Sponsors receive prominent, year-long recognition that connects your business to the good work of improving lives and communities in the Hudson Valley. Your support provides the flexibility to meet emerging and urgent needs, as well as innovate to stay on the cutting edge of our field.

\$15,000 Bedrock Sponsor

- Press release to local media regarding sponsorship
- Photo opportunity with your staff to be shared with local press and on social media
- Monthly shout-outs on Hudson River Housing social media channels promoting your business
- Your logo on Hudson River Housing billboards displayed throughout Dutchess County at the end of the year
- Your logo prominently featured on the new Hudson River Housing website, launching in 2018
- Your logo and a link to your website featured in each Hudson River Housing e-newsletter, sent monthly to over 2,750 contacts
- Customized volunteer opportunities to engage your staff in service projects
- Personalized tour of Hudson River Housing project sites and upcoming development projects
- Prominent recognition at Hudson River Housing's two annual events, Evening by the Fall Kill in May (new for 2018!) and the 12th Annual Wind Chill Dinner in November, including: full-screen digital ad; speaking opportunity at event of your choice; recognition from the podium at both events; banner display and outreach table at both events; and eight tickets to each event.

\$10,000 Keystone Sponsor

- Press release to local media regarding sponsorship
- Photo opportunity with your staff to be shared with local press and on social media
- Bi-monthly shout-outs on Hudson River Housing social media channels promoting your business
- Your logo featured on the new Hudson River Housing website, launching in 2018
- Your logo and a link to your website featured in each Hudson River Housing e-newsletter, sent monthly to over 2,750 contacts
- Customized volunteer opportunities to engage your staff in service projects
- Personalized tour of Hudson River Housing project sites and upcoming development projects
- Prominent recognition at Hudson River Housing's two annual events, Evening by the Fall Kill in May (new for 2018!) and the 12th Annual Wind Chill Dinner in November, including: half-screen digital ad; recognition from the podium at both events; banner display and outreach table at both events; and six tickets to each event.

\$5,000 Cornerstone Sponsor

- Press release to local media regarding sponsorship
- Photo opportunity with your staff to be shared with local press and on social media
- Quarterly shout-outs on Hudson River Housing social media channels promoting your business
- Your logo included on the new Hudson River Housing website, launching in 2018
- Your logo and a link to your website featured in each Hudson River Housing e-newsletter, sent monthly to over 2,750 contacts
- Customized volunteer opportunities to engage your staff in service projects
- Personalized tour of Hudson River Housing project sites and upcoming development projects
- Prominent recognition at Hudson River Housing's two annual events, Evening by the Fall Kill in May (new for 2018!) and the 12th Annual Wind Chill Dinner in November, including: quarter-screen digital ad; recognition from the podium at both events; and four tickets to each event.

A La Carte Sponsorship Opportunities

A La Carte sponsors select individual programs to support, and receive year-long recognition on signage at the program site. Each A La Carte sponsorship is \$1,000.

Employment Assistance Training Station (EATS)

Your support opens up pathways to self-sufficiency by connecting local employers to the chronically unemployed through job training and skills workshops. Our EATS Center is utilized by over 100 participants every year.

Poughkeepsie Underwear Factory

Be a champion of innovation, entrepreneurship, and creativity as we revitalize the Main Street corridor. Your support funds our shared-use commercial kitchen and coffeehouse, programs creating opportunity and fostering community in downtown Poughkeepsie.

NeighborWorks HomeOwnership Center of Dutchess County

Your support funds educational workshops and counseling that create educated and confident homebuyers and assist homeowners in preserving their investment.

Veteran Impact Program

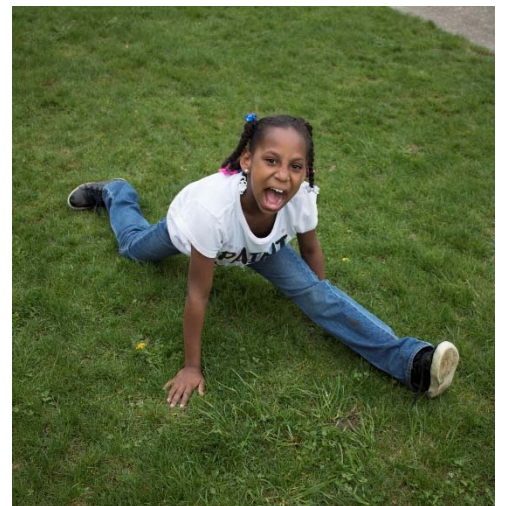
We promote housing stability and community among very low-income veteran families. We provide specialized housing along with case management, referrals and employment assistance for over 150 veteran households each year.

River Haven Services for Youth

Our River Haven programs for youth provide emergency shelter, crisis intervention, and case management that strengthen life skills and offer an accepting environment in which to plan a brighter future. We help over 100 youth each year.

Community Building & Neighborhood Revitalization

Our Community Building & Neighborhood Revitalization programs work to strengthen and preserve strong and vibrant neighborhoods and empower local leaders with the skills and resources to make a positive impact in their community.



NEW! 2018 Year of the Veteran *Premium* Sponsorship Packages

\$75,000 Sponsor “Cold Weather Hero”

- Funding maintains Hudson River Housing Veteran Impact Program through the winter months, the biggest crisis point
- Check presentation opportunity at Liberty Station, veterans housing complex run by Hudson River Housing, with invitation to all federal, state, and local elected officials, community leaders, and media
- Utilize as a kickoff to 2018 Year of the Veteran and work with Dutchess Regional Chamber of Commerce and Dutchess County Historical Society to promote
- Prime permanent signage in Liberty Station thanking sponsor
- Press release and pitches to local media regarding sponsorship
- Mention of sponsor in all media interviews and other appearances regarding Veterans Impact Program
- Thank you graphic on Hudson River Housing website and social media
- Prime sponsorship of Hudson River Housing 2018 events, Evening by the Fall Kill (new in 2018!) and the 12th Annual Wind Chill Dinner, to include logo on all promotional materials, speaking role at both events, premiere signage at both events, and ten tickets to each event
- Email recognition to Hudson River Housing mailing list

\$50,000 Sponsor

- Funding maintains Hudson River Housing Veteran Impact Program for three months
- Press release and pitches to local media regarding sponsorship
- Mention of sponsor in all media interviews and other appearances regarding Veterans Impact Program
- Permanent signage in Liberty Station thanking sponsor
- Thank you graphic on Hudson River Housing website and social media
- Prime sponsorship of Hudson River Housing 2018 events, Evening by the Fall Kill (new in 2018!) and the 12th Annual Wind Chill Dinner, to include logo on all promotional materials, speaking role at one event, premiere signage at both events, and ten tickets to each event
- Email recognition to Hudson River Housing mailing list

\$25,000 Sponsor

- Funding maintains Hudson River Housing Veteran Support Program for two months
- Press release and pitches to local media regarding sponsorship
- Mention of sponsor in all media interviews and other appearances regarding Veterans Impact Program
- 2018 signage in Liberty Station thanking sponsor
- Thank you graphic on Hudson River Housing website and social media
- Prime sponsorship of Hudson River Housing 2018 events, Evening by the Fall Kill (new in 2018!) and the 12th Annual Wind Chill Dinner, to include logo on all promotional materials, signage at both events, and ten tickets to each event
- Email recognition to Hudson River Housing mailing list

to dutchess county veterans and their families

IN 2012, HUDSON RIVER HOUSING made a commitment to Dutchess County veterans to be there in their time of need – providing housing assistance, counseling, financial planning, employment assistance, transportation, etc.

MISSION SUCCESS

Hudson River Housing has delivered on that commitment ensuring that no veteran who needs assistance in Dutchess goes un-served. Its success at making certain any incident of veteran homelessness is brief, rare, and non-recurring has been recognized by the U.S. Interagency on Homelessness.

BY THE NUMBERS

- 458: veterans and families served by program
- 30: open veteran cases
- 10: new cases a month
- October 1, 2017: Date federal funding stopped
- Top 3%: ranking of Hudson River Housing's application out of 300

what happened: a promise threatened

On September 9, 2017, the U.S. Department of Veterans Affairs notified Hudson River Housing that funding for its Supportive Services for Veteran Families (SSVF) program would be cut in three weeks. This grant, funded since 2012, is the only source of funding for the SSVF program in Dutchess County, and had been funded for the past five years at over \$500,000. As the sole provider of services for the homeless in Dutchess County, the news has had a real and devastating impact on the ability of Hudson River Housing to keep its promise to local veterans that if they need help, they will get it. Without additional funding, the program will end within weeks.

what it means: in their own words

“When I came out that’s when I started my family, had my son and my daughter. I needed counseling, I needed some guidance to come back into society because what I went through wasn’t very pretty.”

“...I thank God for the Supportive Services for Veteran Families who helped me out getting my life back in order, get this apartment I have. It’s a wonderful place; I love it.”

“I probably spent a couple of weeks living out of my truck and it was just one of those things. I didn't want to be a burden...I have a lot of family here but I'm also a very prideful person so I thought it was important for me to try and work this out myself. And with the help of SSVF, I was able to do that.”

“They’re helping me get my license back, and stay on my feet with job offers and things like that...[they] saw some potential in me.”

what you can do: donate

Online: HudsonRiverHousing.org

Contact: Stephanie Valle (202-271-2176) or Kate Better (518-929-6569) for questions, funding details, and sponsorship opportunities.

“To me, home is a safe haven. It’s a place where you can go and find peace and tranquility. It’s a place where you can call your own and say ‘You know what? This is mine.’”



housing with compassion...development with a vision

Yes, I want to be a 2018 Hudson River Housing Annual Sponsor!

I would like to sponsor at the following level:

- Bedrock Sponsor \$15,000
- Keystone Sponsor \$10,000
- Cornerstone Sponsor \$5,000



I would like an A La Carte Sponsorship:

- Employee Assistance Training Station \$1,000
- Homeownership Center \$1,000
- Poughkeepsie Underwear Factory \$1,000
- Supportive Services for Veterans \$1,000
- River Haven Youth Services \$1,000
- Community Building \$1,000

**Special Year of the Veteran
Premium Sponsorship Opportunities**

- Veterans Impact Sponsor
Cold Weather Hero \$75,000
- Veterans Impact Sponsor \$50,000
- Veterans Impact Sponsor \$25,000

Company Name

Contact Name

Title

Email

Phone #

Address

City

State

Zip

I would like to provide my sponsorship in: ___ One installment (January)
 ___ Two installments (January and July) ___ Quarterly installments (January, April, July, and October)
 (For options other than one installment, your sponsorship will be invoiced according to the schedule above).

Please return this completed sponsorship form with payment by March 1, 2018 in order to take advantage of all 2018 marketing opportunities available with your Annual Sponsorship. Annual Sponsorships are accepted year-round. For more information on any of our sponsorship opportunities, please contact Elizabeth Celaya at (845) 454-5176.

Send your completed form to: Hudson River Housing, 313 Mill Street, Poughkeepsie, NY 12601.

Thank you for supporting Hudson River Housing!