



NVFS Holiday Drives Sponsorship Packet

Rising Costs & Holiday Stress

In the Northern Virginia region, the rising costs of day-to-day living are an ongoing challenge. Families have grappled with escalating prices over the past 18 months, with the cost of meeting basic needs – food, gas, childcare, and other essentials – steadily increasing. It's no surprise that the number of American adults struggling to make ends meet each month has increased, rising from 26.7% in 2021 to almost 40% in 2023. **Many families have slipped into financial hardship, often having to face the difficult choice of paying for food, electricity, clothes for their children, or rent.** This stress is compounded as the holidays approach and families look to celebrate and share joy through special meals or gifts.

To help relieve this burden and allow families to gather as they choose to during this season, **Northern Virginia Family Service's Holiday Drives provide food, gift cards, toys and other gifts to more than 2,000 of our neighbors** living in Arlington; Fairfax; Loudoun; and Prince William Counties; as well as the cities of Alexandria, Falls Church, Manassas, and Manassas Park. Eighty four percent of the households we work with live at or below the federal poverty level. NVFS' Holiday Drives ease the financial strain on local households, who would otherwise struggle to afford to celebrate their family traditions amidst rising costs.

How You Can Make a Difference

NVFS relies on the support and dedication of partners like you to help make these drives possible and ensure families in our community have the ability to share a special meal or give gifts to their children this holiday season. You can help by:

- ❄️ Becoming a Holiday Drives Sponsor
- ❄️ Volunteering
- ❄️ Hosting a gift and gift card drive

We would love to partner with you to help bring joy to our neighbors this holiday season. Together, we can alleviate some of the financial stress they experience, allowing them to focus on celebrating and creating memories with their families.

To learn more, please visit nvfs.org/support/holiday-giving or contact Sarah Crosley, Vice President of Development, at scrosley@nvfs.org.

Sponsorship Levels & Opportunities



BENEFITS	COMMUNITY IMPACT LEADER \$25,000	FAMILY FRIEND \$10,000	PARENT PARTNER \$5,000	CHILD CHAMPION \$3,000	NVFS NEIGHBOR \$1,500	WELL-BEING ADVOCATE \$750
Dedicated volunteering shift for team of up to 10 employees (11.6.2023 deadline)	✓					
Inclusion in post-drive highlight reel	✓	✓	✓	✓		
Inclusion on reusable grocery bags used for distributing meals through NVFS' Hunger Resource Center for the food drive	Logo	Logo	Logo	Logo	Name	Name
Company highlight in NVFS newsletter	exclusive	exclusive	part of drive promotion			
Recognition on NVFS website	logo & link on website	logo & link on website	logo & link on website	logo on website	logo on website	logo on website
Recognition in NVFS event promotional materials, including onsite signage	✓	✓	✓	✓	✓	✓

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