



2024 Strides for Stronger Families Fitness Challenge Sponsorship Packet

Rising Costs of Basic Needs

In Northern Virginia, families face a persistent challenge with rising day-to-day living costs. Over the past 18 months, escalating prices for essentials like food, gas, and childcare have significantly increased the number of American adults struggling financially, from 26.7% in 2021 to nearly 40% in 2023. Many families are now forced to make tough choices between necessities such as food, electricity, clothing for their children, or rent.

To address this pressing issue, Northern Virginia Family Service (NVFS) runs critical programs supporting families facing housing challenges, food insecurity, early childhood education needs, and health access:

- **SERVE Family Shelter:** accommodates 90 beds, with over 40% of guests being children. Families stay an average of 36 days, working with case managers to secure tools and resources for lasting well-being.
- **Housing and Homelessness Prevention Programs:** provide essential assistance with rent and utility expenses, preventing evictions and disconnections.
- **Hunger Resource Center (HRC):** The 8,000-square-foot HRC serves over 600 families monthly and nearly 9,000 individuals annually, offering food, essentials, nutrition education, and strategies for healthy eating on a budget.
- **Early Childhood Education:** Programs like Healthy Families and Early Head Start foster learning and development in children, empowering parents with tools for continued growth and strong parenting skills.
- **Health Access:** NVFS connects individuals and families with free or reduced-cost medical and dental care, as well as prescription medications, ensuring good health and preventing more serious and costly health issues.

Why Your Support Matters

By participating in the 2024 Strides for Stronger Families Fitness Challenge, you are helping NVFS provide the continuum of programs and resources that help us transform the lives of thousands of families each year so they don't just survive, **but thrive!**



To learn more, please visit www.nvfs.org/events/strides-for-stronger-families or contact Sarah Crosley, Vice President of Development, at scrosley@nvfs.org.



Sponsorship Levels & Opportunities

	CHAMPION SPONSOR \$5,000	WELLNESS WARRIOR \$2,500	PACE SETTER \$1,500	GOAL-GETTER \$750	COMMUNITY COACH \$500
BENEFITS	Provides the rent deposit for five SERVE clients and their families, granting them stable housing.	Provides one year of home visiting services for a child at risk for poor childhood outcomes.	Provides breakfast, lunch and dinner for two days for all 90 SERVE shelter residents.	Provides emergency shelter to three individuals for one week each.	Provides one week of food to two families of three.
Complimentary Team Registration with fundraising waiver	✓				
Submit a video to welcome participants on the Strides for Stronger Families fitness challenge webpage	✓	✓			
Name inclusion on electronic event marketing materials (deadline for inclusion is Feb. 8)	✓	✓	✓	✓	✓
Company highlight in NVFS Newsletter and Post-Event Report	exclusive	exclusive	part of drive promotion	part of drive promotion	part of drive promotion
Logo visibility on NVFS website and Event Platform	logo & link on website	logo & link on website	logo & link on website	logo on website	logo on website
Recognition on NVFS social media and LinkedIn page	✓	✓	✓	✓	✓

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