



## Join Us in Building a Stronger Homeless Response System: Sponsor the 2025 CACH Coalition Fundraiser

**Together, We Can End Homelessness:** Every night, individuals and families in our community face the harsh realities of homelessness and housing instability. Our team at the Catawba Area Coalition for the Homeless (CACH) and our partner organizations work tirelessly to prevent and address homelessness by providing clear and accessible pathways from homelessness to housing. But we can't do it alone.

The 2025 CACH Coalition Fundraiser, running from **April 21–25**, is a unique opportunity for you to join us in creating a lasting impact. This week-long online campaign will highlight the critical components of our homeless response system and rally support for long-term solutions that make homelessness rare, brief, and non-recurring. Half of all proceeds will directly benefit local coalition agencies while the other half will support our efforts at CACH. This unique opportunity allows your support to have a ripple effect throughout our entire community.

### The Challenges We Face

- **Insufficient Operational Funding:** Many agencies struggle to find funding for critical operational costs, such as maintaining facilities, purchasing supplies, upgrading technology, providing professional development opportunities, and most importantly, ensuring fair wages for staff managing critical housing programs. This lack of funding limits our capacity to serve those in need and places immense strain on frontline organizations.
- **Declining Federal and Grant Funding:** Funding sources that once sustained homeless services have become increasingly competitive and unpredictable. This instability threatens the stability of programs that assist the most vulnerable in our community.
- **Growing Need for Services:** Rising housing costs and economic challenges mean more individuals and families need support than ever before. As the demand for homelessness services grows, so does the need for strong and sustainable funding to meet these challenges.

### How Your Sponsorship Helps

- **Sustain and expand critical programs** that prevent and reduce homelessness.
- **Ensure service providers have the resources they need** to attract and retain qualified staff.
- **Demonstrate your company's leadership and commitment** to building a stronger, healthier, and more equitable community.

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## Sponsorship Levels

- **Champion Sponsor (\$5,000+)**: Logo featured on marketing materials, social media recognition, acknowledgment during the fundraiser, and a spotlight in our community impact report.
- **Advocate Sponsor (\$2,500+)**: Logo placement on social media and email communications, recognition in our impact report, and acknowledgment during the fundraiser.
- **Community Sponsor (\$1,000+)**: Logo placement on social media posts, recognition in email newsletters, and acknowledgment in our impact report.

**Be a Leader in Change:** Your sponsorship is more than a donation—it's a commitment to ensuring homelessness in our region is rare, brief, and non-recurring. Join us in making a lasting difference.

**Become a Sponsor Today:** Email Melissa Carlyle at [melissa.carlyle@sccach.org](mailto:melissa.carlyle@sccach.org) or visit our [Fundraising Page](#) and complete the Sponsorship Form to become a sponsor.