



Care  
For the  
Homeless

# Employee & Corporate Engagement

Empower. Engage.

Transform Lives Across New York City.



2 0 2 6

# ABOUT US

Care For the Homeless is a leading provider of integrated supportive services for individuals and families experiencing homelessness across New York City. For over 40 years, we have met people where they are — in shelters, health centers, and through street outreach — delivering compassionate, comprehensive care rooted in dignity and respect. Today, our network includes 16 health centers and six shelters, serving more than 14,500 New Yorkers each year across all five boroughs.



**As one of the nation’s pioneer organizations addressing health services for those experiencing homelessness,** Care For the Homeless has spent over **four decades** setting the standard for **integrated healthcare, shelter, and social services.** Since our founding in 1985 with funding from the Robert Wood Johnson Foundation and The Pew Charitable Trusts, we have been at the forefront of innovative solutions—expanding access to care, building pathways to stability and developing programs that treat the whole person with dignity and respect.

Every year, we serve thousands of adults, children, and families providing vital medical & behavioral care while providing wraparound services including food & shelter, housing stability, and other critical services to adults in need.



Our legacy of leadership in homeless services is strengthened by meaningful partnerships— with corporations, community leaders, policymakers, and thousands of employees who volunteer their time and skills. Together, we are creating pathways to stability, improving health outcomes, and building a more compassionate and equitable New York for all.

# THE POWER OF CORPORATE INVOLVEMENT

As homelessness in NYC continues to grow in scale and complexity, working in partnership in our communities is essential to expanding our reach and strengthening critical programs. These partnerships also provide companies and their employees meaningful ways to engage locally, fostering connection, purpose, and a shared sense of impact.

Homelessness touches every neighborhood in our city, and addressing it requires leadership, collaboration, and a shared commitment to meaningful solutions. Engagement with Care For the Homeless enables companies and individuals to:

- Provide employees with meaningful, purpose-driven opportunities to support their neighbors and make a tangible difference.
- Invest directly in the health, stability, and well-being of the communities where teams live and work.
- Align company values with measurable, community-based impact that supports New Yorkers experiencing homelessness.
- Build stronger brand visibility and demonstrate organization's leadership in addressing critical community needs.
- Strengthen workplace culture by bringing teams together through shared service, compassion, and leadership.

This is not transactional support — it is community partnership.

**Together, we can strengthen the fabric of our city, uplift our most vulnerable neighbors, and build a more compassionate future for all New Yorkers.**



# WAYS TO ENGAGE EMPLOYEE VOLUNTEER ENGAGEMENT

Corporate volunteerism is a powerful tool for change — for our shelter residents, clients and for your teams. Lead and/or participate in hands-on opportunities that connect teams to real community impact while building collaboration and purpose.

Examples include:

- Shelter-based support (meal service, clothing closet organization, organization projects)
- Clothing and personal hygiene donation drives and assembly for distribution.
- Backpack school supply assembly, medical kit assembly and other team building opportunities.
- Leading wellness and engagement activities for shelter residents (mindfulness, wellness, skills-based activities).
- Event-based volunteering and mission moments.



## IMPACT ON NYC HOMELESS COMMUNITY

Volunteers help CFH expand our capacity to deliver high-quality, compassionate care and support to those experiencing homelessness.

Their involvement:

- Provides consistent support in high-need areas
- Helps maintain dignity-centered services (e.g., clothing closet, wellness programming)
- Creates moments of connection and hope for residents
- Strengthens our ability to serve thousands across NYC

## IMPACT ON EMPLOYEES

Volunteer engagement is proven to:

- Increase employee morale and team building
- Boost job satisfaction
- Reinforce company values
- Build empathy and awareness
- Strengthen pride in one's workplace

Employees return to work with a renewed sense of purpose — and a deeper understanding of the challenges and humanity of those experiencing homelessness.

# PARTNER WITH US



Your involvement and support fuels our programs and ensures critical healthcare, shelter, and social services for thousands of New Yorkers experiencing homelessness—positioning your company as a true leader in compassion, community, and corporate citizenship. All opportunities are customizable to your company’s values, and specific program funding opportunities are available to tailor to your corporate community impact goals. We encourage you to learn more through a lunch & learn opportunity hosted by our leadership team so your employees can learn more about the work we do and the community impact we have.

Today’s employees want to work for organizations that lead with values. Engagement with Care For the Homeless. ***This is how purpose becomes part of the workday.***

*We have a number of opportunities to become involved this year in addition to our support services including our fall **Homeless Awareness Certified 5K Run/Walk** in November, our **annual Legacy of Hope** event which recognizes community leaders and partners for their dedication to ending episodes of homelessness, our **virtual webinar series** and **in-person panels and roundtable discussions**, and other meaningful impactful events.*





## 2026 Signature Partnership Opportunities



Events



Special Campaigns

Supporting CFH events – from thought-leadership webinars and roundtable discussions to community walks and recognition events – connects your brand to new and unique networks, deepens community relationships, and supports meaningful change across New York City.

### Roundtable Discussion Series

\$10,000

Featuring thought leaders, CFH leadership and program specialists, sponsor logo placement on event materials & end card (for virtual), speaking opportunity, panel participation (where appropriate), social media and communication blasts to database and other benefits. In-person events include signage.

### Legacy of Hope Recognition Event

(October 28, 2026)

\$1,500 - \$100,000

CFH hosts our annual Legacy of Hope event, recognizing community members, both individuals and corporate, for their dedication to ending episodes of homelessness. Sponsorship opportunities range from \$1,500 to \$100,000 offering meaningful visibility through logo placement, speaking opportunities, signage, and digital promotion

### Homeless Awareness Certified 5K Walk/Run

(November 7, 2026)

Riverside Park - Lower Promenade

\$1,500 - \$100,000

Our certified 5K run/walk brings together corporate teams, community members and leaders, and supporters for an event that raises awareness and vital funds for New Yorkers experiencing homelessness. Sponsorships ranging from \$1,500 to \$100,000 offer valuable brand visibility through logo placement, event signage, digital promotion, and on-site engagement opportunities. This high-impact event allows companies to demonstrate their commitment to community well-being while connecting with new and diverse audiences in a meaningful, mission-driven setting, and creates an opportunity for employees to team build while raising awareness.

### 2026 Backpack Sponsor

The 2026 Backpack Sponsor program gives companies the opportunity to brand backpacks that will be distributed to children living in shelters and visiting our health centers, helping them start the school year feeling ready and confident.

This special support campaign provides meaningful community impact while offering strong brand visibility through logo placement, social media recognition, and opportunities for employee engagement during backpack supply coordination. It's a powerful way for corporations to support educational success and demonstrate their commitment to children and families experiencing homelessness.

The backpack program will also be amplified by our supportive public relations partner—whose clients include Expedia, Kia America, Lenovo, Hyatt, and others – including a partnership with iHeartMedia, press releases, targeted media outreach, and a coordinated media blitz, with the potential for feature coverage across media outlets. This added visibility elevates the impact of the initiative while showcasing your company's leadership and commitment to supporting children and families experiencing homelessness.

### New Health Center - Queens

Sponsoring our new hub-and-spoke model health center in Jamaica, Queens offers companies a unique opportunity to support a transformational expansion of care for individuals and families experiencing homelessness. This state-of-the-art center will serve as a critical access point for medical, behavioral health, and support services across the community, strengthening health equity in one of New York City's most underserved neighborhoods. Sponsorship benefits include exclusive naming opportunities, prominent onsite and digital recognition, and media coverage through our public relations partners—providing meaningful visibility for your brand while demonstrating leadership in advancing community health and stability.

Each opportunity can be designed to meet corporate interests and includes a Lunch & Learn opportunity to teams with CFH leadership.

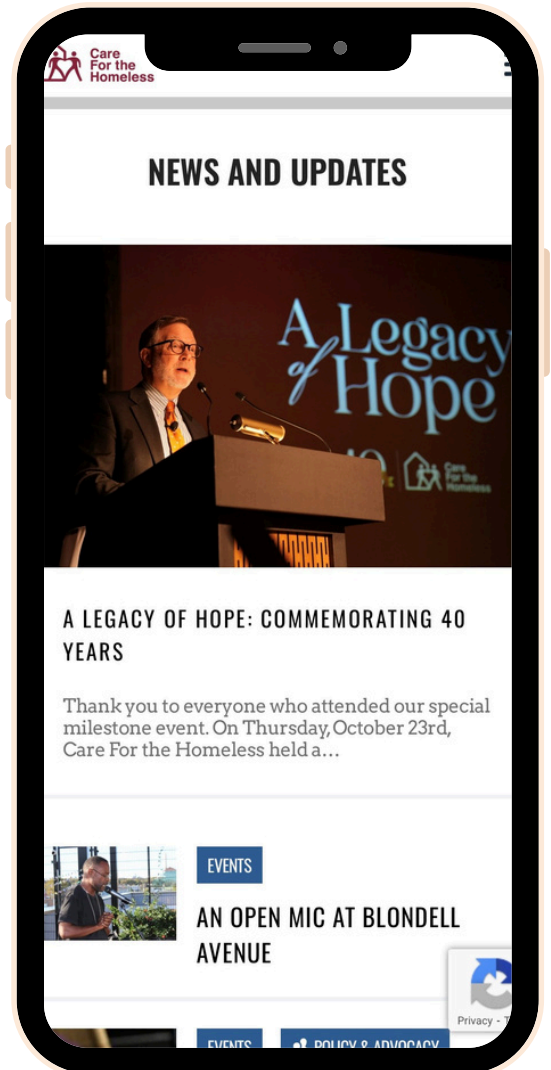
# LEARN MORE



Explore sponsorship, volunteer and partnership opportunities for 2026 and beyond.

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*Community impact grows when organizations show up together.*





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