



2023-2024 CORPORATE PARTNERSHIP OPPORTUNITIES

Hopeworks
808 Market Street Camden, NJ 08102 | 3400 J St., Philadelphia, PA 19134
[Hopeworks.org](https://hopeworks.org)

Note from Dan Rhoton, Executive Director



Dear Friend of Hopeworks,

Hope is not a feeling, and hope is not a perspective. At Hopeworks, we know that hope is an act — an act of working towards a better future.

Thanks to our friends, partners and supporters, the work of hope is very real in the Camden/Philadelphia region!

Young adults in the community, empowered by healing and technology, are making huge strides to transform both their communities and their lives!

This past year has been exciting for a lot of reasons, including some amazing and much-appreciated recognition. Hopeworks was named a “Proven and Promising Program” by the Community Foundation of South Jersey and South Jersey Nonprofit of the Year. We also received the National Scattergood Innovation Award. Still, we’re proudest of what these awards recognize: our young professionals and their ongoing accomplishments.

Hopeworks trainees and interns aren’t just hoping for a better future — they are making it happen by...

- ✓ *Taking the first step to transforming their lives through career mentorship, training, and trauma-informed coaching.*
- ✓ *Teaching the community all about coding to engage the future generation in learning new tech skills and career possibilities.*
- ✓ *Demonstrating independence, creativity, determination, business savvy, and communication skills to pitch a business idea to a panel of judges.*
- ✓ *Becoming employed by one of our Workforce Solutions Partners, helping our region build a more powerful and diverse workforce.*

We are proud to truly say that Hopeworks — with the support of our partners — proves that “Hope Works”.

If you are interested in becoming a sponsor or volunteering, please contact us. We would love to schedule a time for you to tour Hopeworks and discuss a partnership.

With Gratitude,

Dan Rhoton
CEO

Table of Contents

03	. About Hopeworks & Impact
04	. Partnerships Making a Difference
05	. Volunteer Engagement Opportunities
07	. Charitable Contributions
08	. Powerful Partnerships
12	. Event Sponsorships
15	. Sponsorship Form



About Hopeworks & Impact

Founded in 2000, Hopeworks propels young adults into long-term living wage careers that put them on the path to healing and financial stability by focusing on skill development, real-world job experience, and trauma-informed care.

We provide a no-barrier opportunity for young adults who are ready for a change.

On average, over 99% of young adults (aged 17-26) entering Hopeworks are unemployed, making less than \$400 annually.

After completing the program young adults make, on average, over \$44,000 annually, and are better equipped to take care of themselves, take care of their families, build wealth and build a career.

WAGES AND STIPENDS PAID: \$1,279,146
(21.6% OF OUT TOTAL EXPENSES)



108
JOBS
EARNED

90%+
12-MONTH
RETENTION

\$387
AVERAGE WAGE
AT ENTRY

\$44,853
AVERAGE WAGE
AT EXIT WAGE



NOTE: Figures are based on FY22/23 unaudited figures.



Together we are creating economic opportunity through access to education, training, coaching, and resources required to successfully achieve financial economic security, and independence.

Partnerships Making a Difference

Choosing to partner with Hopeworks creates a mutually beneficial impact – both within your company itself and in your community. Our corporate partners receive visibility on our media platforms and volunteer opportunities with our young adults. With an aligned mission to make a difference in the lives of those living in underserved communities, a corporate partnership makes a difference here and now.



Give

- Annual Donations
- Event Sponsorship
- In-Kind Gifts
- Matching Gift Programs



Engage

- Event Participation
- Volunteering
- Employee Peer-to-Peer Fundraising

Interested in exploring Corporate Partnership further? Let us know by sending an email to development@hopeworks.org.

Volunteer Engagement Opportunities

Volunteering at Hopeworks provides an excellent opportunity to meet and form relationships with our young adults, learn more about our programs, and help us reduce our budget by providing assistance where it is needed most. Have a question or want to get involved? Please contact volunteer@hopeworks.org.

01

Listen and Learn Network Events

Listen and Learn Network Events is a 45-60 minute session in which professionals have the opportunity to share their personal experiences and professional journey with Hopeworks young adults. It is conducted in-person at Hopeworks location or virtually.

Time Commitment: 1 hour

02

Mock Interview Sessions

A mock interview helps young adults learn how to answer difficult questions, develop interview strategies, improve their communication skills, and reduce stress before an actual job interview.

Time Commitment: 1 hour

03

Professional Development Panel

Engage your employees by participating in a professional development panel! This is a great way to give young adults an “in the life of” snapshot view of a variety of professions.

Time Commitment: 1.5 hours

”

“Every time our employees volunteer with Hopeworks, ranging from skills-based opportunities to mentorships to lending a hand, they absolutely love the experience and feel so fulfilled working with all the amazing young professionals and staff. “

—Subaru

04

Resume and LinkedIn Reviews

This volunteer opportunity helps to ensure that young adults shine in the hiring process through constructive feedback on their professional resumes and LinkedIn accounts.

Time Commitment: 1 hour

05

Skills Workshop

Help our young adults attain additional technical and life skills through presentations, activities, and talks. Share your knowledge to provide lessons on:

- Javascript, C++, Python, etc.
- Adobe Suite
- Project Management
- Budgeting
- Nutrition
- Retirement Planning
- And more!

Time Commitment: 1 hour

06

Academic Success Volunteer

Volunteer your time to tutor or assist young adults with testing, school assignments, ACT/SAT prep, and other academic needs.

**Time Commitment: 3 months
4 hours per month**

07

Mentorship Program

Become a mentor to help our young adults ages 17-26 reach their dreams by setting financial and professional goals. All mentors must be at least 21.

**Time Commitment: 6 months,
4 hours per month**

”

The Young Professionals (YPs) at HopeWorks are focused, driven, and eager to make an impact. Equally as impressive as the YPs is the whole-person approach HopeWorks takes to preparing these individuals for sustainable, purposeful careers.

—Deloitte





Every charitable donation – no matter how big or small – makes an impact in the lives of young adults in the Greater Philadelphia Region.

Charitable Contributions

General Support

Empower and support young adults as they become emerging leaders in our workforce.

\$1,500

Provides training, career readiness, and support for one young adult to complete our Recode Your Future training program.

\$150

Provides one week of training to change the life of a young adult.

\$100

Provides transportation for a young adult to attend the Hopeworks training program.

\$50

Provides a completion stipend for a young adult passing the Job Readiness Assessment.

\$30

Provides a daily stipend for a young adult going through training.

For questions about making a donation, or if you require assistance, please email development@hopeworks.org.

In-Kind Support

General Needs

- Gently used or new business attire
- Laptops, tablets, headphones, and other computer equipment
- Personal care products

Have an Amazon account? Check out our **Amazon Wishlist**, an easy and efficient way for individuals and organizations to donate items and ship to Hopeworks!

Create a Facebook Fundraiser

Create a Facebook fundraiser through your Facebook business page! Simply go to <https://www.facebook.com/fund/hope-worksyouth/> to get started. Once you create your fundraiser, remember to share it with your followers and encourage them to support Hopeworks!

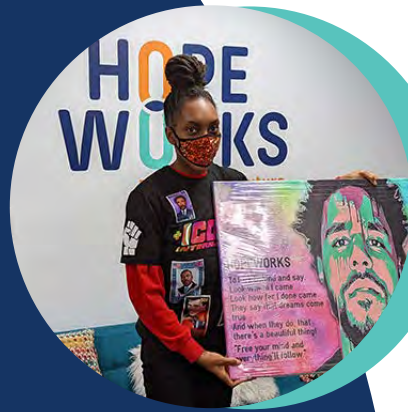


Powerful Partnerships

At Hopeworks, we believe that collective action is the key to driving lasting change in our communities. That's why we're excited to present incredible opportunities for partners to join us in making a profound difference through Powerful Partnerships.

These events serve as a platform for thought leadership, fostering collaboration, and promoting networking opportunities. Each panel comprises visionary individuals who have excelled in their respective fields, representing diverse backgrounds and expertise. Through their collective knowledge and experiences, they delve into pressing community issues, exploring innovative strategies and sharing best practices to address these challenges. These events aim to inspire, empower, and mobilize community members to forge powerful partnerships, driving positive change and making a lasting impact on society.

Powerful Partnerships serve as a catalyst for meaningful collaborations, igniting the power of collective action toward a better future. Together, let's build powerful partnerships that drive positive change and leave a lasting impact.



- **Painting a Brighter Future: Bridging the Digital Divide -**
Wednesday, October 4, 2023
- **Igniting Economic Growth through Social Impact -**
Wednesday, January 17, 2024
- **Unlocking Pathways: The Power of Social Capital in Ending the Cycle of Poverty -**
Wednesday, May 15, 2024
- **Thrive Together: Empowering Minds for Success -**
Thursday, October 10, 2024

How Does Your Company Benefit from Partnering?

● Meaningful Social Impact:

By partnering with Hopeworks, you will contribute to a meaningful cause that directly addresses the digital divide and promotes digital inclusion. With your support, we can empower underserved communities and bridge the gap, ensuring everyone has equal access to opportunities in the digital era.

● Enhanced corporate social responsibility:

By partnering with a nonprofit organization dedicated to poverty elimination and empowering young adults with living-wage employment, your company can showcase its unwavering commitment to social responsibility and the importance of creating generational wealth for the future.

● Increased visibility and brand recognition:

Through our extensive network and outreach channels, we will showcase your brand and highlight your dedication to creating positive change, amplifying your brand's visibility and reputation.

● Networking and collaboration opportunities:

Our events offer valuable networking opportunities. You can connect with other like-minded businesses, industry leaders, community influencers, and philanthropists who attend and support the event. These connections can lead to potential collaborations, partnerships, and business opportunities that extend beyond the event itself.

Our Audience + Reach

AVERAGE UNIQUE NUMBER OF VISITORS P/MONTH: 2,000
EMAIL LIST: 6,500+



Social metrics across Facebook, LinkedIn, Twitter, and Instagram
 (in the last 365 days)

Painting a Brighter Future: Bridging the Digital Divide - Wednesday, October 4, 2023

5pm-7pm | Hopeworks, Camden

Join us for an inspiring event as we bring together community leaders, organizations, and passionate individuals, united in our goal of achieving digital inclusion for all.

By fostering collaboration and engaging with leaders in the field, we can embark on a transformative journey of digital inclusion, community empowerment, and collaboration for a brighter, more equitable future for all.

Igniting Economic Growth through Social Impact - Wednesday, January 17, 2024

5pm-7:30pm | Hopeworks, Camden

Through an engaging panel discussion, we will delve into innovative strategies and success stories that demonstrate how social initiatives can drive economic development while addressing pressing social challenges.

Unlocking Pathways: The Power of Social Capital in Ending the Cycle of Poverty - Wednesday, May 15, 2024

3pm-5:30pm | Hopeworks, Philadelphia

Join us for an engaging panel discussion and networking event focused on the role of mentorship, community-based initiatives, and inclusive policies in building social networks that empower individuals to overcome barriers and create sustainable pathways to economic mobility.

Thrive Together: Empowering Minds for Success - Thursday, October 10, 2024

5pm-7:30pm | Hopeworks, Camden

Join us on World Mental Health Day for a thoughtful conversation about the transformative impact of trauma-informed care in equipping individuals with the emotional support necessary to overcome hardships, build resilience, and thrive in their careers. Our panel of community leaders will explore the relationship between mental health support, workforce development, and poverty alleviation.



Partnership Levels

Impact Partner - \$6,000

- Exclusive recognition as the “Impact Partner” on the event website, video, and social media
- Primary mention in the press release
- Brief speaking opportunity at the event
- Join the panel discussion as a thought leader in your industry
- Podium acknowledgment at the event
- List of attendees before the event
- Panelist headshot and short bio on the event website
- Exclusive pre-event interview highlighting your company promoted across Hopeworks' social media
- Exclusive 1-minute post-event thank-you video showcasing your company on Hopeworks' social media

Empowerment Partner - \$5,000

- Recognition as an Empowerment Partner
- Mention in the press release
- Join the panel discussion as a thought leader in your industry
- Podium acknowledgment at the event
- Panelist headshot and short bio on the event website
- Logo and link on the event website
- Recognition in the event video
- Promotion on social media

Community Partner - \$2,500

- Recognition as a Community Partner
- Podium acknowledgment at the event
- Logo and link on the event website
- Recognition in the event video
- Promotion on social media

Supporting Partner - \$1,500

- Recognition as a Supporting Partner
- Logo and link on the event website



Event Sponsorships

At Hopeworks, we focus on creating engaging, mission-focused events that directly impact the young adults in our *Recode Your Future* training program.

- **2024 H.O.P.E. Summit** (page 12) - A dynamic event focused on workshops, professional development, and pathways for education and career development
- **Pitch Competition** (page 14) - focused on supporting Hopeworks alumni entrepreneurs with start-up funding.

2024 H.O.P.E. Summit

Harnessing Opportunities for Professional Empowerment

Become a Partner and Empower the Next Generation!

Date and Time:

Monday, March 11, 2024
8:00am-4:00pm

Location:

Rutgers, Camden Campus Center

About

Join us as a partner for this empowering event that brings together young professionals, industry leaders, and educational institutions. By sponsoring this event, you'll have a unique opportunity to support the growth and development of aspiring professionals while gaining valuable brand exposure and networking opportunities.

As a partner, you'll contribute to creating a transformative experience for attendees, providing them with the resources, guidance, and connections they need to thrive in their careers. This event offers engaging panel discussions, educational workshops, networking sessions, and the chance to explore various industries and pathways to higher education.

Together, let's empower the next generation and create opportunities for their success. Become a sponsor and join us on this transformative journey.

Event Highlights

Everyone should have access to programs that enhance education, employment and economic opportunities—regardless of financial circumstances. This event is free, thanks to our sponsors, and will include the following:

- Educational Workshops
- Pathways Fair
- Panel Discussions
- Networking Opportunities
- Resource Hub

If your company or organization is interested in sponsoring our H.O.P.E. Summit, please visit <https://hopesummit.hopeworks.org/> or contact:

Angel Serrano, CFRE

Director of Development
development@hopeworks.org



Sponsorship Opportunities

Headline Sponsor - \$7,500 (exclusive)

- Exclusive recognition as the Education Sponsor
- Mention in the press release
- Exclusive social media post announcing Education sponsor
- Opportunity to lead (2) workshops with exclusive social media promotion
- 1-minute post-event video showcasing your company on social media
- 90-second highlight reel shared on social media to increase brand visibility
- Premium booth space at the Pathways Fair
- Acknowledgment in all event marketing (website, emails, social media, event program, and signage)

Pathways Sponsor - \$6,000 (exclusive)

- Exclusive recognition as the Pathways Sponsor
- Mention in the press release
- Exclusive social media post announcing Pathways sponsor
- Company featured in the Pathway Partners directory
- Exclusive recognition in 1-minute post-event video, highlighting the Pathways Fair
- Premium booth space at the Pathways Fair
- Acknowledgment in all event marketing (website, emails, social media, event program, and signage)

Panel Sponsor - \$6,000 (exclusive)

- Exclusive recognition as the Panel Sponsor, in all event marketing (website, emails, social media, event program, and signage)
- Opportunity to join the leadership panel as an expert in your industry
- Recorded panel session to be shared across Hopeworks media channels.
- Exclusive social media post announcement
- Panelist headshot and short bio on the event website
- Premium booth space at the Pathways Fair

Swag Sponsor - \$5,000 (exclusive)

- Logo included on swag bag
- Listed on event sponsor signage
- Recognition on social media
- Logo and link on event webpage

Mock Interview Sponsor - \$6,000 (exclusive)

- Exclusive recognition as the Mock Interview Sponsor, in all event marketing (website, emails, social media, event program, and signage)
- Opportunity for company employees to lead mock interview sessions with young adults in our community
- Exclusive social media post announcement
- Premium booth space at the Pathways Fair
- 1-minute post-event video showcasing your company on social media
- Recognition in event program, social media and on event webpage

Professional Headshots Sponsor - \$5,000 (exclusive)

- Exclusive signage at the photo area
- Listed on event sponsor signage
- Recognition on social media
- Logo and link on event webpage

Networking Sponsor - \$3,000 (2 available)

- Signage at the lunch networking area
- Table at the Pathways Fair
- Listed on event sponsor signage
- Recognition on social media
- Logo and link on event webpage

Workshop Session Sponsor - \$2,000

- Opportunity to lead (1) workshop with exclusive signage
- Logo and link on the Workshops page as the session sponsor
- Listed on event sponsor signage
- Recognition on social media
- Logo and link on event webpage

Advancement Sponsor - \$1,000

- Listed on event sponsor signage
- Recognition on social media
- Logo and link on event webpage

In-Kind Sponsorship

- Contribution of goods or services relevant to the event (e.g., technology, printing, catering).
- Recognition as an in-kind sponsor on event website

Pathway Exhibitor - \$100

- Company name listed on the Pathways Fair directory
- Table space at the Pathways Fair to network with attendees and showcase your organization

Pitch Competition

Date and Time:

Saturday, April 13, 2024 from 10AM to 1PM

Location:

Hopeworks, 808 Market St, Camden, NJ 08102

About

For Hopeworks alumni who are entrepreneurs, this opportunity is an undeniable game-changer!

Our pitch competition is a friendly competitive event where entrepreneurs pitch their business in the hope of being awarded funding that will help them launch and scale their startup.

The winners will be awarded cash gifts and prizes, in addition to invaluable guidance and resources from top executives.

Sponsorship Opportunities

Launch Sponsor - \$6,000

- Exclusive signage at the event
- Exclusive social media post announcement
- Brief speaking opportunity at the beginning of the event
- Primary mention in press release
- Invitation to be on the panel of judges or host a workshop
- Special recognition in event video
- 2-minute post-event video showcasing your company on social media
- Acknowledgment in all event marketing (website, emails, social media, event program, and signage)
- Contribute swag for participants

Scale Sponsor - \$5,000

- Brief speaking opportunity at the closing of the event
- Invitation to be on the panel of judges or host a workshop
- Mention in a press release
- Acknowledgment in all event marketing (website, emails, social media, event program, and signage)
- Contribute swag for participants

Seed Sponsor - \$3,000

- Logo and link on the event website
- Invitation to host a workshop
- Acknowledgment in all event marketing (website, emails, social media, event program, and signage)
- Contribute swag for participants

Idea Sponsor - \$1,500

- Logo and link on the event website
- Mention on social media
- Contribute swag for participants

If your company or organization is interested in sponsoring our annual Pitch Competition, please visit hopeworks.org/pitch-competition or contact:

Angel Serrano, CFRE

Director of Development
development@hopeworks.org

Sponsorship Form

<input type="text"/>	<input type="text"/>	<input type="text"/>
Contact Name	Title	Company
<input type="text"/>		
Address, City, State, Zip		
<input type="text"/>	<input type="text"/>	
Phone Number	Email Address	

Powerful Partnerships:

Painting a Brighter Future: Bridging the Digital Divide

- ☐ Impact Partner - \$6,000
- ☐ Empowerment Partner - \$5,000
- ☐ Community Partner - \$2,500
- ☐ Supporting Partner - \$1,500

Igniting Economic Growth through Social Impact

- ☐ Impact Partner - \$6,000
- ☐ Empowerment Partner - \$5,000
- ☐ Community Partner - \$2,500
- ☐ Supporting Partner - \$1,500

The Power of Social Capital in Ending the Cycle of Poverty

- ☐ Impact Partner - \$6,000
- ☐ Empowerment Partner - \$5,000
- ☐ Community Partner - \$2,500
- ☐ Supporting Partner - \$1,500

Thrive Together: Empowering Minds for Success

- ☐ Impact Partner - \$6,000
- ☐ Empowerment Partner - \$5,000
- ☐ Community Partner - \$2,500
- ☐ Supporting Partner - \$1,500

Event Sponsorships:

H.O.P.E. Summit

- ☐ Headline Sponsor - \$7,500
- ☐ Pathways Sponsor - \$6,000
- ☐ Panel Sponsor - \$6,000
- ☐ Mock Interview Sponsor - \$6,000
- ☐ Swag Sponsor - \$5,000
- ☐ Professional Headshots Sponsor - \$5,000
- ☐ Networking Sponsor - \$3,000
- ☐ Workshop Session Sponsor - \$2,000
- ☐ Advancement Sponsor - \$1,000
- ☐ In-Kind Sponsorship
- ☐ Pathways Exhibitor - \$100

Pitch Competition

- ☐ Launch Sponsor - \$6,000
- ☐ Scale Sponsor - \$5,000
- ☐ Seed Sponsor - \$3,000
- ☐ Idea Sponsor - \$1,500

If your company or organization is interested in partnering with Hopeworks or if you have any questions, please contact:

Angel Serrano, CFRE

Director of Development
development@hopeworks.org

Come join Hopeworks young adults, alumni, and community volunteers to provide a day full of workshops focused on key technology skills that will provide an opportunity for community members to explore a future in tech and beyond!

”