



# Framing the *future*

## BUILDING A FAMILY'S FUTURE



Habitat for Humanity Greater San Francisco's sixth annual **Framing the Future** event provides a chance for over 500 supporters to gather together to learn about innovative solutions to the local housing crisis, the value of community investment and to celebrate our collective passion for Habitat Greater San Francisco.

Join us this year on November 2 for breakfast at the Sharon Heights Country Club in Menlo Park or for lunch at the Julia Morgan Ballroom in San Francisco.

We are thrilled to announce Pulitzer Prize-winning Author of *Evicted: Poverty and Profit in the American City* and Princeton Sociologist, **Matthew Desmond**, as this year's Featured Speaker.



As the nation's most expensive real estate market, the Bay Area is currently in the middle of a housing **affordability crisis**, with families fleeing San Francisco and neighboring counties for more affordable areas. The current climate is ripe for an **expert-driven discussion** about solutions for the rampant displacement that is underway.

Habitat executives and partners will discuss how Habitat's proven model provides a **solution**. Families get a chance to trade hard work for a down payment and **build equity** that will set them and their children on a path to financial security.



As a sponsor of **Framing the Future**, you'll engage an audience of key decision-makers, community leaders and expert development professionals interested in **giving back** to their communities.

Your support means your company is committed to helping grow a **diverse** Bay Area economy that includes families of all income levels.

Please review the included materials outlining the sponsorship levels and benefits you will receive by sponsoring the **Framing the Future** breakfast and luncheon. We hope you will join us in partnership for this powerful annual event.





## Corporate Sponsorship Levels & Benefits

### **\$100,000 Presenting Sponsor**

- Recognition as the Presenting Sponsor in all event materials
- New home construction site tour with Habitat Greater San Francisco CEO
- Custom volunteer opportunity for up to 50 volunteers\*
- Recognition with logo in San Francisco Business Times' list of top annual donors
- Recognition by emcee from stage at both events
- Opportunity to introduce Matthew Desmond at either the breakfast or luncheon
- Opportunity to provide "special offer" or product to all event guests
- Roundtable learning session with Habitat staff about affordable housing in the Bay Area
- Company logo with link on event website
- Recognition in social media posts
- 2 reserved tables with preeminent placement (8 guests per table) at either the breakfast or the luncheon
- 10 invitations to fireside chat with featured speaker the evening of Nov. 1
- 8 invitations to a VIP photoline with the featured speaker\*\*

### **\$50,000 Platinum Sponsor**

- Recognition as the Platinum Sponsor in all event materials
- New home construction site tour with Habitat Greater San Francisco CEO
- Custom volunteer opportunity for up to 50 volunteers\*
- Recognition with logo in San Francisco Business Times' list of top annual donors
- Recognition by emcee from stage at both events
- Opportunity to introduce Matthew Desmond at either the breakfast or luncheon
- Opportunity to provide "special offer" or product to all event guests
- Roundtable learning session with Habitat staff about affordable housing in the Bay Area
- Company logo with link on event website
- Recognition in social media posts
- 2 reserved tables with preeminent placement (8 guests per table) at either the breakfast or the luncheon
- 10 invitations to fireside chat with featured speaker the evening of Nov. 1

### **\$25,000 Partner Sponsor**

- Recognition as a Partner Sponsor in all event materials
- Volunteer opportunity for up to 25 volunteers\*
- Recognition with logo in San Francisco Business Times' list of top annual donors
- Recognition from stage at both events
- Prominent logo placement on event website
- Recognition in social media posts
- 2 reserved tables with premium placement (8 guests per table) at either the breakfast or the luncheon
- 6 invitations to fireside chat with featured speaker the evening of Nov. 1
- 4 invitations to a VIP photoline with the featured speaker\*\*



## Corporate Sponsorship Levels & Benefits

### **\$15,000 Developer Sponsor**

- Recognition from stage at both events
- Volunteer opportunity for up to 15 volunteers\*
- Logo placement on all event materials and website
- Recognition in social media posts
- 1 reserved table with prominent placement (8 guests total) at either the breakfast or the luncheon
- 4 invitations to fireside chat with featured speaker the evening of Nov. 1
- 2 invitations to a VIP photoline with the featured speaker\*\*

### **\$10,000 Builder Sponsor**

- Volunteer opportunity for up to 10 volunteers\*
- Name listed on day-of-event materials
- Recognition during live-tweeting of event
- Reserved table (8 guests total) at either the breakfast or the lunch

### **\$5,000 Carpenter Sponsor**

- Volunteer opportunity for up to 5 volunteers\*
- Company name listed on all event materials and website
- Recognition during live-tweeting of event
- 1 reserved table (8 guests total) at either the breakfast or the lunch

### **\$2,500 Apprentice Sponsor**

- Volunteer opportunity for up to 2 volunteers\*
- Name listed on day-of-event materials
- Recognition during live-tweeting of event
- Reserved table (4 guests total) at either the breakfast or the lunch

\* Volunteer day and location based on availability

\*\* Each VIP Photoline attendee will have 1 photo taken with the Featured Speaker. The VIP Photoline benefit is restricted to 50 attendees per event and invitations will be given out on a first come, first served basis.



**Habitat**  
for Humanity®  
Greater San Francisco

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## SPONSORSHIP PLEDGE FORM

### MENLO PARK BREAKFAST

Sharon Heights Golf  
and Country Club

2900 Sand Hill Road,  
Menlo Park

FRIDAY, NOV. 2  
7:30am-9:30am

### SAN FRANCISCO LUNCHEON

Julia Morgan  
Ballroom

465 California Street,  
San Francisco

FRIDAY, NOV. 2  
11:30am-1:30pm

**For more information:**  
landerson@habitatgsf.org  
415.625.1014

**www.habitatgsf.org/  
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#FramingtheFuture**

- ☐ \$100,000 Platinum Sponsor
- ☐ \$50,000 Presenting Sponsor
- ☐ \$25,000 Partner Sponsor
- ☐ \$15,000 Developer Sponsor
- ☐ \$10,000 Builder Sponsor
- ☐ \$5,000 Carpenter Sponsor
- ☐ \$2,500 Carpenter Sponsor
- ☐ We pledge \$\_\_\_\_\_ to be sent/made online by \_\_\_\_\_(Date)

#### Payment Options

- ☐ Our check is enclosed    ☐ Our check will be mailed
- ☐ We cannot attend but will make a contribution to Habitat for Humanity Greater San Francisco in the amount of \$\_\_\_\_\_ to be sent/made online by \_\_\_\_\_ (Date)
- ☐ Please Charge    ☐ Visa    ☐ Mastercard

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Company/Individual \_\_\_\_\_  
Name as it should appear in event related material

Contact Person \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

PLEASE MAKE CHECKS PAYABLE TO  
HABITAT FOR HUMANITY GREATER SAN FRANCISCO.  
Mail form and check to: 500 Washington Street, Suite 250, San Francisco, CA 94111  
or fax form to: 415-625-1815.

Thank you for supporting the future homeowners and communities  
Habitat for Humanity Greater San Francisco serves.

Return this form no later than October 13, 2017 to receive maximum sponsorship benefits. Tax Deduction: Your contribution to Habitat Greater San Francisco for Framing the Future is tax-deductible, minus \$44 per event attendee (Tax ID# 94-3088881).



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415.625.1014

[\*\*www.habitatgsf.org/\*\*](http://www.habitatgsf.org/)  
**framingthefuture**  
**#FramingtheFuture**

## Featured Speaker: **Matthew Desmond**

Pulitzer Prize-winning Author of *Evicted: Poverty and Profit in the American City* and Princeton Sociologist



Even in the most desolate areas of American cities, evictions used to be rare. But today, most poor renting families are spending more than half of their income on housing, and eviction has become ordinary, especially for single mothers. In vivid, intimate prose, Desmond provides a ground-level view of one of the most urgent issues facing America today. As we see families forced into shelters, squalid apartments, or more dangerous neighborhoods, we bear witness to the human cost of America's vast inequality—and to people's determination and intelligence in the face of hardship. As Jacob Blumgart of *Slate* writes, "Desmond's book manages to be a deeply moral work, a successful nonfiction narrative, and a sweeping academic survey—all while bringing new research to his academic field and to the public's attention."

Desmond is a professor of sociology at Princeton University. His primary teaching and research interests include urban sociology, poverty, race and ethnicity, organizations and work, social theory, and ethnography. In 2015, Desmond was awarded his MacArthur Genius Grant for "revealing the impact of eviction on the lives of the urban poor and its role in perpetuating racial and economic inequality." In 2018, he received the Stowe Prize for Writing to Advance Social Justice, awarded by the Harriet Beecher Stowe Center to authors whose work shines a light on critical social issues. Previous recipients include Ta-Nehisi Coates and Bryan Stevenson.

In April 2018, Desmond's Eviction Lab at Princeton University published the first-ever dataset of millions of evictions in America, going back to 2000. Desmond launched the Eviction Lab in 2017 after conversations with renters and policymakers convinced him that collecting national data on eviction would help answer fundamental questions about residential instability, forced moves, and poverty in America. Desmond and his team believe that stable, affordable housing can be an effective platform to promote economic mobility, health, and community vitality. They hope their findings will inform programs to prevent eviction and family homelessness, raise awareness of the centrality of housing insecurity in the lives of low-income families, and deepen our understanding of the fundamental drivers of poverty in America.

A former member of the Harvard Society of Fellows, Desmond is also the author of the award-winning book *On the Fireline*, the coauthor of two books on race, and the editor of a collection of studies on severe deprivation in America. He has written essays on educational inequality, dangerous work, political ideology, race and social theory, and the inner-city housing market. The principal investigator of the Milwaukee Area Renters Study, an original survey of tenants in Milwaukee's low-income private housing sector, Desmond has been supported by the Ford, Russell Sage, and National Science Foundations. He is a Contributing Writer for *The New York Times Magazine*, and his writing has appeared in *The New York Times* and *The Chicago Tribune*.

For more information on Matthew Desmond, please visit [justshelter.org](http://justshelter.org).