Show your company’s commitment to protecting vulnerable women and children in San Francisco.

Join us as a corporate sponsor for the premier domestic violence awareness event in San Francisco
What: Our 15th annual redHOT* party will be an evening of fundraising and activism about the red-hot issue of domestic violence. Come together with local leaders and changemakers to celebrate La Casa’s uninterrupted response to domestic violence, to be inspired, and to raise critical funds for our 24/7 life-saving services. This is your chance to join the movement for a safer San Francisco.

When: Thursday, October 5th, 2023, 6pm

Who: 300+ young professionals, business and civic leaders.

www.lacasa.org/redhot/
La Casa is the leading voice for victims of domestic violence in the Bay Area.

Founded in 1976, one of the first domestic violence shelters in California, La Casa de las Madres is San Francisco’s most comprehensive provider of support services for victims of abuse. We are San Francisco’s only shelter doing intakes 24/7, 365 days a year.

14,680 victims of abuse have found safety at our shelter

86,600 hours of counseling and case management over past 7 years

91,870 people helped onto the path away from abuse
The need for La Casa’s work has never been more urgent.

Domestic violence was a pandemic before COVID-19 increased victims’ vulnerability. Not only did the pandemic intensify cycles of violence and amplify risk by compounding social isolation, physical isolation, and economic strain, every day it becomes more difficult for a single mother on a low-income to survive in San Francisco.

200% Increase in texts for help to La Casa

23+ People walk through our door every single day

3 of 4 Californians know someone impacted by domestic violence right now.
La Casa’s annual redHOT* event is a celebration of energy and activism to raise funds for San Francisco’s most vulnerable residents, the red-hot issue of abuse, and the urgency of La Casa’s work to insure safety: October 5, 2023.

Help us lead the change.

**Sponsorship Levels:**

**Platinum: $20,000**
* 20 Premium Tickets, inclusive of previous level benefits
* Opportunity to share a special message with event guests
* Personalized, company-branded month long social media campaign

**Gold: $10,000**
* 10 Premium Tickets, inclusive of previous level benefits
* Access to pre-event meet & greet with keynote speaker
* Company highlighted during event
* Prominent placement across marketing materials

**Silver: $5,000**
* 6 Premium Tickets, inclusive of previous level
* Logo/company highlight in digital media

**Bronze: $2,500**
* 4 Premium Tickets
* Inclusion across marketing materials

**Allies: $1,000**
* 2 Premium Tickets & digital acknowledgement

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**Reach & Roots**
* Print & Digital Mailing: 8,000+ recipients
* Facebook 2.7K, Instagram 1.5K, Twitter 1.6K
* 13,053 survivors & community members directly served FY21
* 1M+ impressions: transit corridor ad campaigns

Audience demographics represent the diversity of the Bay Area, from emerging professionals to long-time residents and civic leaders.
**Program Impact FY 21**

**CRISIS RESPONSE**

6,062 crisis line calls & text messages  
We responded to 17% more help seekers – 17 people every day of the week – through our 24-hour hotlines  
Messages to our Text Support Line skyrocketed ↑112%

162 women and children  
6,788 days and nights of safety  
Our confidentially-located safehouse never shut its doors – a beacon of hope and critical resources for women and children seeking safety from escalating abuse over the past year

**INTERVENTION**

2,094 survivors of all ages accessed La Casa’s suite of community-based and residential programming to address safety, emotional, financial, housing and health needs

**PREVENTION**

5,183 community members learned about seeing and stopping domestic violence through La Casa’s presentations, events and workshops

81% of survivors exiting emergency shelter are moving into safe, next-step or permanent housing!

**Who Do We Serve?**

- 42% Latino/a  
- 21% African-American  
- 14% White/Caucasian  
- 8% Asian & Pacific Islander  
- 7% Bi/Multi-Ethnic  
- 1% American Indian  
- 2% Other  
- 5% Unknown

94% Female  
1% Transgender  
5% Male

**AMONG OUR CLIENTS:**

- 37% are immigrants  
- 28% are limited-English proficient  
- 13% self-identify possessing a mental or physical disability  
- 7% are Lesbian, Gay, Bisexual, or Other  
- 38% come to us homeless or unstably housed

**How Do We Help?**

Survivors of domestic violence come to us with needs and priorities as diverse as they are. We meet them in their unique circumstances and give survivors the tools to transform their lives:

- Improving Safety  
- Developing Connection  
- Building Knowledge about the Dynamics of Domestic Violence  
- Strengthening Personal Agency  
- Increasing Stability and Self-Sufficiency
JOIN THE MOVEMENT

Contact
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www.lacasa.org