



covenanthouse.org/awareness



development@covenanthouseak.org



YOUTH HOMELESSNESS AWARENESS MONTH TOOLKIT

2025 CORPORATE PARTNER TOOLKIT

YOUTH HOMELESSNESS AWARENESS MONTH ACTION



YOUTH HOMELESSNESS WILL TRIPLE IN THE NEXT 10 YEARS IF WE DON'T CHANGE COURSE. BUT WE KNOW THIS CRISIS IS PREVENTABLE. WITH YOUR SUPPORT, COVENANT HOUSE HAS A PLAN TO CUT YOUTH HOMELESSNESS IN HALF BY 2035! THAT'S MILLIONS OF YOUNG LIVES TRANSFORMED.

OUR IMPACT

Every action your company takes helps young people build a life filled with possibility.

In 2024, Covenant House Alaska served **1023** young people.



64,483

Nights of housing provided



179

Youth slept in a Covenant House bed each night, on average



572

Youth served in residential programs



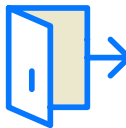
190

Youth served through street outreach programs



221

Youth reached in public education and prevention programs



973

Youth served in drop-in and non-residential programs

YOUTH HOMELESSNESS AWARENESS MONTH

Youth Homelessness Awareness Month is a time to turn attention toward the plight of teenagers, young people, and young families that do not have safe shelter. For this reason, every November Covenant House brings together our diverse communities to amplify our central objective: to end youth homelessness. The solution to end youth homelessness begins with ensuring young people's basic necessities are fulfilled with dignity and providing safe housing.

ABOUT COVENANT HOUSE

Covenant House is the leading non-profit organization in the Americas reaching over 58,000 youth experiencing homelessness annually in 34 cities across the U.S., Canada, and Latin America. Founded in 1972, that is over half a century of believing in youth, nurturing their promise, talents, and courage, and providing relentless support for more than 1.5 million young people.

Covenant House Alaska provides all the immediate needs — food, clothing, shelter, and medical care, in Anchorage and across Alaska. What makes Covenant House Alaska special and unique is that it is much more than a shelter. We provide educational support, workforce development, legal advocacy, long-term housing stability, and trauma-informed mental health counseling.



WHAT'S IN THIS PLAYBOOK?

In this playbook, you'll find everything you need to understand Youth Homelessness Awareness Month and the role your company can play as a partner. It includes partnership ideas, campaign models, messaging guidance, and planning tips to support your outreach and relationship-building efforts.

- | | | | |
|----------|---------------------------------|-----------|--|
| 1 | Overview | 7 | Join the Sleep Out movement |
| 2 | What's in This Playbook? | 8 | Kit-packing Guide |
| 3 | Ways to Join | 9 | Workplace Giving & Employee Engagement |
| 4 | Investment Opportunities | 10 | Cause Marketing and Point of Sale |
| 5 | National Visibility Opportunity | 11 | Social Media Guide |
| 6 | Host a Presentation | | |



WAYS TO JOIN US

You can partner with us in ways that align with your brand, engage your team, and deepen your community impact. During November, opportunities include:

1.

Corporate Support:

- Become a Youth Homelessness Awareness Month Champion and receive national visibility for your partnership
- Become a Youth Homeless Awareness Month Investor and receive local visibility.

2.

Employee and Consumer Engagement:

- Create a team to Sleep Out!
- Provide needed in-kind donations through donation drives or kit-packing events
- Promote workplace giving and employee match programs

3.

Amplify our Mission:

- Sign up to host an info session about Covenant House Alaska
- Display Youth Homelessness Awareness Month signs in your windows
- Share awareness through social media

INVEST IN INDEPENDENCE

Covenant House Alaska has two goals for every youth who comes through our doors: **stabilization and independence.**

One bednight at Covenant House Alaska costs **\$228.**

FIRST THREE DAYS

The first crucial interval is a young person's first three days with CHA. This phase allows a youth to recover their sense of safety.

\$684

FIRST TWO WEEKS

In two weeks a youth begins to develop trust and work with CHA to develop a plan for their recovery from homelessness.

\$3,192

FIRST THREE MONTHS

This is the amount of time a youth needs to implement a plan to achieve stability, and set goals for a successful transition into independent living.

\$20,520

This November, our goal is to raise

\$100,000

Will you help us?



NATIONAL VISIBILITY FOR PARTNERS

NATIONAL VISIBILITY FOR OUR CORPORATE PARTNERS IN ALASKA

For corporate partners committing to a \$50,000 financial investment in Youth Homelessness Awareness Month, Covenant House International will recognize your support through:

- Inclusion on the Youth Homelessness Awareness Month website
- Social media shout-outs from Covenant House International's national channels

This is a powerful way to align your brand with a trusted nonprofit and reach a national audience while making a local impact.

With that investment, Covenant House Alaska will recognize you as a **Cornerstone Investor**, as you help young Alaskans build their own solid foundations, recognizing your support in print and digital communications as well as at special events.

**Reach out to Holly Lee, hlee@covenanthouseak.org,
to learn more about investment levels and benefits.**

HOST A PRESENTATION ABOUT COVENANT HOUSE ALASKA

Information inspires action! Our team would love to visit your organization to share more about the crisis of youth homelessness in our state and the solutions that Covenant House Alaska (CHA) is creating to build a better future for young people in our community.

Presentations are typically 30 minutes in length and consist of both an informational speaking portion with a slide deck as well as time for your team members to ask questions and engage in dialogue afterwards. We are also happy to adapt our presentation to meet your group's needs.

This can look like:

- Hosting a lunch and learn
- Integrating our presentation into an already scheduled team meeting
- Inviting us to a business after hours event

DON'T WAIT. THE TIME IS NOW!

Reach out to Holly Lee (hlee@covenanthouseak.org) with three dates and times that your group is interested in learning more about CHA.



JOIN THE GLOBAL SLEEP OUT MOVEMENT

Sleep Out is a powerful experience where business leaders, teams, and community members sleep outside in solidarity with youth facing homelessness. It raises critical funds while helping participants understand the reality of life on the streets.

Partners can:

- Form a corporate team to fundraise and Sleep Out together at our Alaska Corporate Edition on Nov 20, 2025 at Alaska Native Heritage Center
- Financially support Sleep Out and receive recognition locally and nationally (provide a matching opportunity for fundraisers)

Contact Holly Lee at (907) 339-4406 to talk about being part of it!



**ONE PURPOSE.
ONE NIGHT.
ONE COMMUNITY.**



ORGANIZE A KIT-PACKING EVENT

Give employees an impactful, hands-on way to support youth.

Kit-packing events are a great option for offices, retail locations, or conferences. Teams choose from a pre-set menu of high-need items to assemble into essential kits for Covenant House Alaska youth. A few examples include winter warmth kit, toiletry kit, and housing starter kit.

Covenant House Alaska will provide:

- A list of requested items
- Details for delivery of completed kits
- Digital files for signage and impact stories to display during the event.

Click [HERE](#) to submit your kit-packing interest form!



This November, our goal is to pack

1,000 KITS

Will you help us?



WINTER WARMTH KIT

- Winter hat
- Wool socks
- Gloves/mittens (preferably waterproof)
- Thermal tights
- Emergency blanket
- Handwarmers
- + More*



TOILETRY KIT

- Toothbrush
- Toothpaste
- Deodorant
- Body wash soap
- Shampoo and conditioner
- Feminine hygiene products
- + More*



HOUSING STARTER KIT

- Bath towel & washcloth
- Dish soap
- Toilet cleaner & brush
- All-purpose cleaning spray
- Laundry detergent
- Trash bags
- + More*

WORKPLACE GIVING & EMPLOYEE ENGAGEMENT

Drive employee participation with purpose. Thought starters include:



Giving challenges with team leaderboards



Company match throughout November donations (and consider Covenant House Alaska as a Giving Tuesday partner, too!)



Host a learning session lead by Covenant House Alaska staff for employees to learn about youth homelessness and what they can do about it.



Volunteering opportunities (in-person & virtual engagements)



Recognition for employee champions

LET'S WORK TOGETHER!

If this list doesn't resonate with your priorities, let's co-create a campaign that fits your brand, engages your teams, and drives impact!

POINT-OF-SALE & CAUSE MARKETING CAMPAIGNS

Turn your customer base into changemakers. Options include:



Round-up at checkout
(in-store or online)



A featured product with
a % of proceeds donated



Donate a dollar prompts



Limited-time discounts for
customers who donate

We'll provide:

- Campaign messaging and promotional materials
- Impact stats and stories
- Logos and digital assets



[CLICK HERE](#) for sample materials and assets.

Reach out to development@covenanthouseak.org for support!





Gift & give back: Shutterfly
to donate \$1 per blanket
purchased.

From December 3–11, Shutterfly will give up to \$50,000
to support Covenant House's critical work.

[Shop Blankets](#)

Help us fight
youth
homelessness



Donations to benefit:

 **Covenant House**

 **BOB'S**
Discount Furniture

SHARE YOUR SUPPORT ON SOCIAL MEDIA

Use your platform to help young people feel seen, heard, and supported. Below are **Covenant House Alaska's** social media profiles and hashtags:

Facebook: facebook.com/CovenantHouseAK

Instagram: @CovenantHouseAK

Here is a link to downloadable graphics and logos for your team to use to raise awareness and start conversations online.

A few additional ideas to get you started:

- Feature your employees packing kits or attending a rally
- Spotlight your Sleep Out team
- Share why your company cares about ending youth homelessness

