

HOUSTON AREA WOMEN'S CENTER: ANNUAL SPONSORSHIP OPPORTUNITIES

You can partner with Houston Area Women's Center (HAWC) in a variety of prominent ways that bring visibility to your organization and critical support to ours. The following are premier opportunities to invest in HAWC's most impactful events, awareness months and public awareness campaigns. HAWC works with its sponsors to develop the appropriate partnership benefits to best meet your goals, while supporting HAWC's mission to prevent violence for all.

BELIEVE LUNCHEON

The annual Believe Luncheon is the Houston Area Women's Center's signature fundraising event, the only in-person gathering of the year. Believe is a celebration of our community uniting against domestic and sexual violence, donating in real time, strengthening connections, and most of all, inspiring hope and confidence that our supporters' time and money are making a tangible difference. Funds raised at the luncheon support HAWC's programs and advance our mission. Sponsorships range from \$5,000 to \$100,000 with respective visibility benefits.

LEADERSHIP CAMPAIGN

The annual Leadership Campaign is HAWC's largest annual fundraising campaign, engaging local business and community leaders to publicly support domestic and sexual violence survivors, culminating in a multi-page ad in the Houston Business Journal in October. Sponsorships range from \$5,000 to \$100,000 with multi-year opportunities.

CAPITAL CAMPAIGN

HAWC's Campaign for Courage will enable a monumental transformation in our facilities and redefine how services are delivered not just in Houston, but throughout the country. Upon the campaign's successful completion, we will expand real-time safety by tripling residential capacity at our One Safe Place campus, innovate our service delivery model to serve clients in a more holistic way, improve access to programs and services through the establishment of community hubs, and grow our education and prevention efforts throughout the city.

CAPITAL CAMPAIGN NAMING RIGHTS

Several prominent naming opportunities are still available for our all-new, transformative, 24/7 campus. There's nothing else like it in scale and scope, and your support can make a lasting difference and monumental impact for generations to come. From impressive building spaces and specialized rooms to outdoor landmarks and endowed funds, each naming opportunity is a chance to honor a loved one, celebrate a commitment to our mission, or establish a meaningful connection to the future of HAWC.

SPECIAL SHELTER EVENTS: WOMEN AND CHILDREN

- Super Bowl Family Event
- Valentine's Day: Children's Festival
- Valentine's Day: Family Dinner and Dessert
- Mother's Day Event
- Children's Fall Festival
- Holiday Gift Express

MATCHING GRANTS – FUNDRAISING CAMPAIGN

Sexual Assault Awareness Month (April)

April is Sexual Assault Awareness Month (SAAM). This is a time for advocates, survivors, their support system, and the community to come together to talk openly about sexual violence to empower survivors, increase knowledge, and share resources to prevent sexual violence. HAWC is one of few regional Rape Crisis Centers: we provide hotline, hospital accompaniment, legal advocacy for survivors of sexual assault.

Domestic Violence Awareness Month (October)

Domestic Violence Awareness Month (DVAM) is a nationwide campaign held each October to unite advocates in our efforts to prevent domestic abuse. Domestic violence is a widespread public health crisis that crosses all socioeconomic, religious, and cultural lines, disproportionately affecting women, particularly women of color from historically marginalized communities. HAWC provides not just immediate safety but also long-term support to survivors: financial empowerment, legal services, behavioral health, and housing.

WHITE PAPERS / POSITION PAPERS

As a national thought leader on domestic and sexual violence, HAWC has been at the forefront of advocating for change in support of survivors and for the success of thriving and healthy communities. Our expertise over the course of 48 years, lends to areas of housing, gender equality, civil equalities, financial empowerment, legal advocacy, behavioral health, and many others.

AWARENESS MONTHS

Sex Trafficking (January)

The Houston Area Women's Center works with survivors of sex trafficking by providing them with free and confidential crisis response services to help them rebuild their lives. By acknowledging the intersection of domestic violence and sex trafficking, we can begin to recognize how complex patterns of abusive behavior create environments that enable and perpetuate violence. January marks national human trafficking awareness month; for HAWC, this is an opportunity to educate and engage the community about the prevalence of sex trafficking and how we can support survivors together.

Black History (February)

Black History Month is time to pay tribute to the generations of African Americans who struggled with adversity to achieve full participation in American society. At HAWC, we celebrate the voices, achievements, and strength of our African American employees, survivors, and community at-large. With 34% of HAWC employees and 33% of clients being African American, we are uniquely positioned to better connect and serve our community. Consider supporting HAWC this February in recognizing and honoring the people who are pioneering social change.

Women's History (March)

For nearly five decades, HAWC has been at the forefront of supporting women and advocating for change and justice. Women and women of color are disproportionately impacted by domestic and sexual violence. Join us in championing for change this March during Women's History month, to build a culture that advances healthy, safe relationships and liberation from dynamics of power, prejudice, oppression, and abuse.

Mental Health (May)

HAWC works to provide mental health resources, advocacy, and education for survivors of domestic and sexual violence. As part of the wrap-around services offered by HAWC, our clients receive free, confidential behavioral health counseling sessions. This May, consider sponsoring our Mental Health awareness campaign to educate the public of our crisis response services, addressing misconceptions of mental abuse, and removing the stigma of shame associated with the trauma of abuse.

PRIDE (June)

For 48 years, the Houston Area Women's Center (HAWC) has served as innovators, empowering survivors to remove barriers through legislative advocacy and systems change, as well as the breadth of services provided for those who identify as members of the LGBTQIA+ community. Domestic and sexual violence, as well as sex trafficking, are social issues plaguing every population, and exponentially so in marginalized communities. This June, consider sponsoring HAWC and its lifesaving services that are critical to the trajectory of LGBTQIA+ survivors.

Hispanic Heritage (September/October)

Since 1991, HAWC has developed education programs specifically for the Hispanic community, integrating advocacy efforts into our core work. As our city's Hispanic population has grown and diversified, so too has HAWC's client base, which is now 45% Hispanic. Our staff, 48% Hispanic and 43% bilingual, is dedicated to understanding and addressing each survivor's unique cultural challenges. Sponsorship of this awareness month allows us to be the changemakers and champions for every population we serve.

END OF YEAR FUNDRAISING CAMPAIGNS

Giving Tuesday (Dec. 2, 2025)

Giving Tuesday is a global movement that encourages generosity in support of organizations like HAWC. This year Giving Tuesday is December 2, 2025. As a matching sponsor for Giving Tuesday, HAWC will be able to continue to offer free, confidential, and immediate crisis response services to survivors of domestic and sexual violence as well as further our reach to survivors in the region.

End of Year Campaign (November 1 – December 31, 2025)

End-of-Year (EOY) is an organization-wide campaign with the comprehensive collaboration of Advancement and Public Strategies for mass engagement of existing and potential donors to close revenue gaps for the year, celebrate residents and families, and thank HAWC staff.