ASF
A STEP TO FREEDOM

SPONSORSHIP OPPORTUNITIES

Warm the Streets

2026

www.asteptofreedom.org

A STEP TO FREEDOM

Who We Are

A Step to Freedom (ASF) is a nonprofit focused on economic mobility, through housing placement and workforce development—the place in South Los Angeles where housing and employment meet. For 35 years, ASF has given justice-involved adults and Angelenos facing housing insecurity a safe place to lay their head and the resources to "take the first step to building a new future."

Service Excellence | **Integrity** | **Community** | **Respect** | **Advocacy** | **Compassion**

In partnership with managed care plans, the County of Los Angeles, community-based organizations and foundations, ASF delivers trauma-informed care that moves Angelenos up economically—through three core initiatives:

01

Interim housing that stabilizes a participant's life, with comprehensive wraparound services

02

Workforce development that builds the economic pathway to a living-wage job

03

Collective impact strategies focused on socio-economic power-building

THE NEED

The Issue of Homelessness

More than 73,000 people are unhoused in Los Angeles County—

and Black residents make up nearly 30% of this population, despite being just 9% of the county.

South LA is home to only 10% of the county population but accounts for 20% of its unhoused residents.

Many are justice-involved—coming home from incarceration to a county where a record makes housing and work far harder to get. ASF has served them since 1991.

> **At ASF, we see the human faces behind these numbers every day—and we believe everyone deserves warmth, dignity, and a way up.**

7	100+	244	4,000+
Facilities	Staff	Beds	Served

County total: LAHSA 2026 Greater Los Angeles Homeless Count

OUR APPROACH

Where Housing and Employment Meet

A Step to Freedom is an economic stability and mobility organization. We deliver trauma-informed care that moves Angelenos up—economically, and for good.

01 STABILIZE

Interim housing

A safe place to lay their head, with wraparound services, so a participant can stabilize their life.

02 BUILD THE PATHWAY

Workforce development

Vital documents, training, certification and placement: an economic pathway from where they are to a living-wage job.

03 KEEP IT

PERMANENT HOUSING and Family Reunification

A home they keep, a family back under one roof, and a place in the community they choose to live in.

IN PARTNERSHIP WITH

Managed care plans · The County of Los Angeles · Community-based organizations · Foundations · Employers

ROOTED IN SOUTH LA

Sites across South LA and Mid-City. Built to scale.

OUR ANNUAL CAMPAIGN

Warm the Streets

Warm the Streets is ASF's annual campaign—and the front door to economic mobility for unhoused Angelenos in South Los Angeles.

Through community mobilization, sponsorships, and volunteer power, we assemble and distribute thousands of winter care packages—blankets, socks and water—across South LA.

But a care package is not the outcome. It is how we meet someone on the street—often someone recently home from incarceration—learn their name, and open the door to everything ASF does next.

The blanket starts the relationship. The services change the life.

CAMPAIGN REACH

The Warmth We've Shared

13

Years of impact

50+

Partner organizations engaged

1,000+

Volunteers

20K

Blankets distributed across South LA

PAST SPONSORS AND PARTNERS

Los Angeles Chargers · LADWP · City National Bank · U.S. Bank · SKIMS · Chick-fil-A · Starbucks · McDonald's · Aqua Hydrate · Jack and Jill of America · South Bay Mambas · Free From Hardship

THE IMPACT · OUR CONTINUUM OF CARE

Where First Contact Leads

Warm the Streets is the front door. What a sponsor actually funds is the continuum behind it—the services that move someone from a night on the street to a household that holds, and up the economic ladder.

01
Outreach
A care package, a conversation, a name—often with someone newly home from incarceration.

→

02
Interim Housing
A safe place to sleep and stabilize, with staff on site.

→

03
Enhanced Care Management
Health, recovery and benefits navigated with a case manager.

→

04
Workforce Development
Skills, certification and a job that outlasts a subsidy.

→

05
PERMANENT HOUSING
A home they keep, and a family back under one roof.

> **One person housed and working changes a household. Enough households change a neighborhood.**

PRESENTING SPONSOR · THE WHOLE SEASON

On the journey with us

$10,000

The highest level of commitment. A Presenting Sponsor carries the whole season—from the first blanket on December 12, through every service day, to the symposium where people are hired and housed—and we carry you with us the entire way.

HOW WE CARRY YOU WITH US

- "Presented by" naming on every service day, the symposium and every communication all season, December through February
- Lead logo on the step-and-repeat, the volunteer shirts and all materials
- Thanked out loud at every volunteer moment: the shirts, the meals and the blankets your gift made possible
- A dedicated spotlight at each phase of the season, plus recognition in press and community media
- A speaking opportunity at the symposium

WHERE YOU STAND IN THE WORK

- A seat at the employer table at the symposium: hire from Rise & Thrive
- 10 volunteer slots across the season for your team
- VIP access and a photo op at every service day
- A monthly note from the CEO on what your commitment is producing
- The season report with your name on what was housed, hired and reunified, and a plaque presented by the CEO

CHAMPION SPONSOR · A SERVICE DAY

Put your name on a day

$5,000

A Champion Sponsor carries one of the two service days—December 12 at Darby Park or the MLK Day of Service, January 18. Your name is on the day, your team is on the ground, and the people reached that morning are the first measure of what your gift did.

HOW WE CARRY YOU

- Your service day presented with your name, in every post and email about it
- Logo on the step-and-repeat, the volunteer shirts and all season materials
- Thanked out loud at your day, and verbal recognition on the stage at the symposium
- Two dedicated social media posts, plus the season thank-you
- Logo in two pre-season and one post-season newsletters

WHERE YOU STAND IN THE WORK

- Five volunteer slots for your team on your day, with a greeter and a briefing
- A seat at the employer table at the symposium: hire from Rise & Thrive
- A one-minute video or quote from your team featured on ASF social
- The day's numbers within three weeks: people reached, screened and enrolled
- The season report with your name on what was housed, hired and reunified

WHAT YOUR DAY PRODUCES

About 100 blankets, socks and water into the community, 100 eligibility screenings by Herb's team, the outreach team on site, and every package carrying the symposium save-the-date.

SERVE SPONSOR · ACTIVATION SPONSOR

Put your name on an activation

A SERVE Sponsor owns one activation at the symposium: the piece of the day where people get hired, screened or served, named for you on site. Prefer the street? A SERVE Sponsor can also back one outreach service day alongside a Champion.

ACTIVATIONS YOU CAN SPONSOR

- The employer row, where interviews and hiring happen on the spot
- The eligibility desk, where Herb's team screens and starts placements
- The stage: job-readiness, technology, mental health and benefits sessions
- **Laundry and showers**, or the meals served that day
- Prefer the street? Back one service day, December 12 or MLK Day, instead

WHAT YOU GET

- Your activation named for you on site and in the run of show (or your service day)
- Logo on the ASF website; group listing on volunteer shirts and materials
- One dedicated social post, plus the season thank-you and season report
- Five volunteer slots at your activation or day

The Laundry Truck LA at a SERVE day. One [illegible] says SERVE. Your logo goes on it.

FIVE WAYS TO WALK WITH US

Sponsorship Levels

	Presenting $10,000	Champion $5,000	SERVE $2,500	Community Partner $1,000	Neighborhood Partner $250
What you walk with us on	The whole season, December through February	A service day	An activation at the symposium (or a service day)	Your organization's day: your volunteers and your check	Your block: a counter fundraiser
"Presented by" naming on all communications	✓	–	–	–	–
Logo on step-and-repeat, shirts and materials	Lead placement	✓	Group listing	Group listing on shirts	Window decal; named on website
Thanked at service days and volunteer moments	Every one, all season	Your day	Your activation or day	Your day	–
Social media	Spotlight at every phase	2 dedicated posts	1 dedicated post + group thank-you	Group thank-you	Group thank-you
Speaking and press	Symposium stage; named in press	Verbal recognition at your day	–	–	–
Employer table at the symposium	✓	✓	–	–	–
Volunteer slots	10, across the season	5	5	Your team, on your day	2, at a packing night
What you hear back	Monthly CEO note, season report, plaque	Season report	Season report	Season report	Recap email

FOR SOUTH LA ORGANIZATIONS AND BUSINESSES

Community and Neighborhood Partners

Built for the organizations and businesses our participants already walk into. Partners raise funds rather than collect goods—ASF buys every blanket in bulk, so a dollar given here buys more warmth than a dollar spent at retail, and every package goes out the same.

COMMUNITY-BASED ORGANIZATIONS

$1,000

Community Partner

- Your volunteers on a service day of your choice, with the greeter, the QR code and the shirts set up for you
- Your own fundraising-team link, so your members can raise alongside your check
- Named on the ASF website, on site, and in the season report; group listing on volunteer shirts
- A seat at the partner table at the symposium

SHOPS, MARKETS, SALONS, RESTAURANTS

$250

Neighborhood Partner

- A Warm the Streets partner decal for your door, where your customers see it
- A counter fundraiser kit: a QR code and tent card for your register. Your customers give; ASF buys the blankets
- Your business named on the ASF website and in the recap email
- Two volunteer slots at a packing night at 109, to meet the people you are backing

In addition to the benefits associated with each level, donations may qualify as a charitable deduction for federal income tax purposes. (Consult with your tax advisor.)

WHAT YOUR SPONSORSHIP CHANGES

You fund the continuum. This is what happens.

Your dollars pair a bed with a paycheck. Housing without income ends when the subsidy does, and across LA County, funding for time-limited rental subsidies fell from $240 million to $123 million this year. Work without a stable place to sleep rarely lasts a season. ASF pairs them, and the pairing is what makes the change hold.

01 STABILIZED

The chaos stops

A bed, a case manager, medical and recovery support. Long enough to plan instead of survive.

02 EMPLOYED

Income of their own

Documentation, certification, interview readiness, and a wage that does not depend on a subsidy.

03 CONTRIBUTING

Giving back in

A tenant, a taxpayer, a parent back in the home, a neighbor who walks the next person through it.

> **This is what economic mobility looks like: cycles break one household at a time, on the same blocks where they started.**

02 EMPLOYED · GRADUATION DAY
A Workforce Development certificate, signed by our CEO, handed over in the yard at ASF.

Subsidy funding: LAHSA figures presented to the LA City Council, 2024–25 to 2025–26

OUR TRACK RECORD · 2024–2025

Housing + Workforce = a stable South LA

HOUSING

778
Served in interim housing

50
Moved into **permanent housing**

242 beds across 7 sites, with case management, Medcall, life skills and family reunification on every one.

+

WORKFORCE · RISE & THRIVE

86
Completed the program

36
Placed into work, at $19.53 an hour on average

Vital documents, skills training and certification, interview preparation, placement. Launched 2023.

= **A tenant. A taxpayer. A parent back home.**

Housing that holds because there is income under it. That is economic mobility, block by block.

RISE & THRIVE · TRAINING COMPLETE

A cohort that finished its training. Next step for every one of them: placement.

FOR EMPLOYER PARTNERS

Hire a graduate: a screened, supported candidate with a case manager behind them.

Run mock interviews: one afternoon from your team, on site at ASF.

Sponsor certifications and tools: fund the credential that makes someone hireable.

Housing figures: ASF program records, 2024–2025. Rise & Thrive figures are being confirmed with the Workforce Development team; employment has been under-recorded, so placements are understated.

WHO LEADS THE WORK

Our Team.
Our Mission.

Warm the Streets is powered by A Step to Freedom, an economic stability and mobility organization rooted in South LA, with 35 years of experience in housing, reentry and workforce development. Our sites are spread across South LA and Mid-City, and our programs are built to scale.

Led by a team of dedicated staff, board members, and volunteers—many with lived experience—we bring trust, credibility, and heart to every initiative we lead.

THE ECOSYSTEM

We don't do this alone

COMMUNITY PARTNERS · 50+ CBOs

Jack and Jill of America, Inc. 1938 · South Bay Mambas · Free from HardshipLA · IACΔΣΘ Inglewood Alumnae Chapter Delta Sigma Theta Sorority, Inc. · Measure of Hearts Foundation

BOARD OF DIRECTORS

OUR ENTITIES

ASF SOLUTIONS social enterprise

ASF A STEP TO FREEDOM THE NONPROFIT

RK Management Firm
development · property

CORPORATE PARTNERS

Los Angeles Chargers · LA DWP Los Angeles Department of Water & Power · AQUA HYDRATE · City National Bank An RBC Company · usbank · SKIMS · Chick-fil-A · Starbucks · McDonald's

SYSTEMS PARTNERS

L.A. Care Health Plan

Managed care plans · County of Los Angeles
LAHSA · DPSS · Probation · Foundations

OUR PARTNERS

EMPLOYERS AND HOUSING

Employers hiring from Rise & Thrive, and bringing the interview to the symposium

Housing providers and drop-in centers across South LA and Mid-City

Hotels and other in-kind institutions

Across all three entities: training, job placement and services, in collaboration with the organizations and employers around them.

ASF
A STEP TO FREEDOM

Let's Warm the Streets —Together

Join us as we lift South LA on the journey to economic mobility.

Pay online here →

CHECKS PAYABLE TO

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