



Move Along Day

Every step moves someone home.

Dear Community Partner,

Lebanon Valley College (LVC) is delighted to host the 2nd annual Move Along Day on Saturday, April 17th, 2027. Move Along Day is more than a race. It's a community coming together to take action toward ending homelessness. The event, run by an Executive Board of undergraduate students, benefits Covenant House Pennsylvania's (CHPA) mission to support young adults experiencing homelessness or human trafficking.

In Move Along Day's inaugural year, 200 community members participated in the 5K or 1-mile event. Through the generous support of our participants and donors, we raised almost \$2500 to support the lifesaving work of CHPA. This year, we are building on that momentum and transforming the walk into a 1-mile fun run, walk, or roll, creating more opportunities for community members to participate and support our mission.

We invite your organization to be part of that growth. When you sponsor Move Along Day, you are demonstrating your organization's commitment to the community.

Your sponsorship helps:

- **Raise awareness** about homelessness and human trafficking.
- **Maximize fundraising impact** by offsetting event operating costs, allowing more resources to go directly toward the cause.
- **Develop young leaders** by providing students with hands-on experience planning and executing a community event.
- **Expand our reach** by attracting more participants, donors, and community supporters.
- **Strengthen the event experience** by providing a high-quality, welcoming event that encourages participants to return, invite others, and grow the event's long-term impact.

Your organization benefits through:

- **Community Visibility & Brand Recognition.** Showcase your organization to participants, families, volunteers, spectators, and community members through event signage, promotional materials, social media, the event website, and other opportunities based on sponsorship level.
- **Community Impact.** Demonstrate your commitment to addressing homelessness and human trafficking and making a meaningful difference in the local community.
- **Employee Engagement.** Give employees opportunities to participate, volunteer, and support a meaningful cause together.
- **Family & Customer Connections.** Connect with families, current customers, and prospective customers through a fun, active, family-friendly community event designed for participants of all ages and ability levels.
- **Positive Brand Association.** Align your organization with a cause-driven event that promotes compassion, community, wellness, leadership, and positive change.

We invite you to review the attached sponsorship materials, where you will find information about the ways you can partner with us. If you or your company are interested in supporting this impactful event, please contact me at marx@lvc.edu or movealong@lvc.edu.

Your sponsorship doesn't just put your logo on an event. It connects your organization with a movement. Together, we can move our community toward greater awareness, stronger connections, and help young adults Move Along to a place they can call home.

With gratitude,

Dr. Jenna Marx, Event Director, & the Move Along Day Executive Board
Lebanon Valley College
<https://www.runsignup.com/movealongday>



**Covenant
House**
Pennsylvania

*25 Years of Building
Bridges to Hope*

**No youth should ever
be without a home
— period.**



Ensuring Shelter, Love, and Opportunity for Youth Experiencing Homelessness

Covenant House PA (CHPA) builds a bridge to hope for young people experiencing homelessness, human trafficking and other forms of oppression through unconditional love, absolute respect and relentless support.

Young people arrive at CHPA with dreams that have been disrupted by intergenerational poverty and other systemic injustices. Our doors are open 24/7 to all young people who need shelter, food, medical and mental health care, crisis intervention, educational and vocational services, and an array of supportive services regardless of their race, religion, sexual orientation, gender identity or expression, in order to provide them with the best chance for success in independence. Since 1999, our free, housing-first, open-intake, trauma-informed and youth-centric continuum of care has served over 57,000 young people.



The Impact of YOUR Support

**In 2025, we reached 2,619 youth across
our core programs and services:**

- 31,029** nights of housing provided
- 353** youth served in residential programs
- 1,556** youth served through street outreach
- 424** total visits to on-site medical clinic
- 100** youth served in on-site job readiness

Programs and Services:

- Street Outreach • Safe Haven/Emergency Shelter
- Transitional Housing • Rapid Rehousing
- Onsite Clinic • Education/Vocation Services
- Case Management • Drop-In Center



Ways to Help

Your support can impact hundreds of more young lives in crisis, helping them move towards hope, stability, and independence.

Join forces with us - donate to our lifesaving programs, participate in an upcoming event, create your own fundraiser, volunteer, spread the word.

Scan QR code to donate:



Get Involved:

Take action by donating, volunteering or becoming a community partner.

To learn more, visit covenanthousepa.org
or email development@covenanthousepa.org



• 31 E Armat St., Philadelphia, PA 19144 • www.covenanthousepa.org • (215) 951-5411

• Federal Tax ID Number: 23-3003176

Housing is Healing – Preventing Chronic Homelessness at the Root

4.2 million

young people experience a form of homelessness in a given year in the U.S. alone

18-24

year old youth are of the most overlooked and underserved segment

1 in 3

youth aging out of foster care experience homelessness

40%

of homeless youth in the U.S. identify as LGBTQ+ despite representing 7% of the youth population

40%

homeless youth are approached with traffickers on their first night without shelter

71%

of homeless youth in Philadelphia identify as Black or African-American

The Problem

Each year, over 4.2 million young people in the U.S. experience a form of homelessness. In Pennsylvania, youth and young adults aged 18–24 are among the fastest-growing segments of the homeless population.

Homelessness during this critical age window often leads to devastating long-term outcomes—entrenching individuals in cycles of poverty, housing instability, incarceration, and poor health.

Philadelphia has the highest deep poverty rate of any large U.S. city. Young people facing housing insecurity here often encounter multiple overlapping barriers: racism, income inequality, lack of affordable housing, and systemic disinvestment in youth services.

Without safe, stable housing and intervention, these young people face a future of adult chronic homelessness, incarceration, and preventable health crises.

Our Impact

Covenant House PA is a trusted leader in early intervention. Through emergency shelter, transitional housing, rapid rehousing, on-site healthcare, and job readiness programs, we serve over 2,000 youth annually, helping them stabilize, heal, and build independence.

Our trauma-informed, housing-first model prevents youth from cycling back into homelessness. In 2025 alone, we provided over 31,000 nights of housing, with 85 youth sleeping at a CHPA bed each night on average.

Covenant House PA doesn't just offer shelter—we provide a turning point. With the right support at the right time, we help young people disrupt generational cycles of poverty and avoid a lifetime of homelessness.

In Their Own Words

"When I first came to the 'Cov, I saw a picture framed on the wall of a dove resting in a hand. It's their logo that was painted by another youth – as a resident, you are that bird, and the program is one big nest. The nest is like a family, but it's also a classroom. You're always learning something you need to finally make it. And when you're ready, when the pieces fall in place, there's encouragement of all kinds to help you take off and really fly."

– Covenant House PA alum

2027 MOVE ALONG DAY SPONSORSHIP INFORMATION

Event: Move Along Day; 5k & 1 Mile Fun Run, Walk, or Roll
 Date: Saturday, April 17, 2027
 Venue: Lebanon Valley College, Annville PA
 Goal: Raise \$5000 to support Covenant House Pennsylvania
 *Print Materials Deadline: March 1, 2027

SPONSORSHIP BENEFITS	Title \$5000 <i>(one available)</i>	Champion \$2500	Sprinter \$1000	Pacer \$500	Warm Up \$250	Cheer Squad \$100
Exclusive Presenting Sponsor						
Co-Branding on all printed and digital materials and media for 2027, e.g., Move Along Day 2027, brought to you by <i>Your Company Name</i>	X					
Event Recognition						
Opportunity to speak during opening ceremony	X					
Verbal recognition during opening ceremony	X	X	X			
Company logo on participant t-shirts*	Large, central	Large	Large	Medium	Medium	Small
Table at start/finish line (run by your company)	X	X	X			
Display previously agreed upon signage (provided by your organization) at the start/finish line	X	X				
Custom signage to be displayed along the course, e.g., <i>this mile brought to you by Your Company Name*</i>	X	X	X	X		
Complimentary event entries + swag	10	5	3	2	2	1

Promotional Outreach						
Company logo with clickthrough included in pre- and post-event emails from time of sponsorship to event	X	X	X	X	X	X
Company logo with clickthrough included on event website from time of sponsorship to event	X	X	X	X	X	X
Promotional post on social media with @mention / tag from time of sponsorship to event	Tagged every post, Monthly exclusive posts	Monthly	3	2	1	1
Tax Deduction						
To the fullest extent allowed by law	X	X	X	X	X	X