

# The Preserve Campaign 2026

The Preserve Campaign – Preserving History, Serving Community is Restoration Housing’s main fundraiser of the year, providing necessary exposure and funding to support our mission. This year’s event will be an in-person luncheon combined with a virtual campaign including a professionally-produced video that takes an intimate look at our mission-driven work. The luncheon will take place on Thursday, September 17 from 11:30 a.m. to 1:00 p.m. at the Market Building’s Charter Hall with the virtual component running through October 15. Event sponsors receive ample recognition corresponding to their level of support.



Yes! I would like to be a 2026 Preserve Campaign Sponsor at the following level (deadlines August 20, 2026):

- |  |   |
|--|---|
| <input type="radio"/> PRESENTING SPONSOR - FULFILLED BY PINNACLE | <input type="radio"/> PATRON SPONSOR - SEE YEAR-LONG PACKET         |
| <input type="radio"/> KEYNOTE SPONSOR - SEE YEAR-LONG PACKET     | <input type="radio"/> ADVOCATE SPONSOR - \$1,250                    |
| <input type="radio"/> CREATIVE SPONSOR - FULFILLED BY FIREFLY    | <input type="radio"/> FRIEND SPONSOR - \$750 (\$500 NONPROFIT RATE) |

## Contact Information:

Contact Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## Method of Payment:

☐ Check made payable to *Restoration Housing*. ☐ Credit Card ☐ Send Invoice

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Checklist (Office Use Only):

- |  |  |   |
|--|--|---|
| <input type="radio"/> Completed application form           | <input type="radio"/> Payment/In-Kind Received | <input type="radio"/> Logo provided (.jpg format)       |
| <input type="radio"/> Advertisement provided (.jpg format) | <input type="radio"/> Guest List Received      | <input type="radio"/> Sponsorship Recognition Fulfilled |

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Recognition	Presenting	Keynote	Creative	Patron	Advocate	Friend
Logo placement or text recognition in all campaign announcements including mailed invitations, email blasts, and social media posts.	Please see Year-Long Sponsorship packet for Presenting through Patron level recognition.					
Logo placement, text recognition, and name mention at special screening of <i>No Place to Grow Old</i> including all marketing, press releases and at the event.						
<b>Virtually (September 17 - October 15, 2026)</b>						
Logo placement at end of professionally produced video played during luncheon and released on all online platforms.*					✓	
Logo placement or text recognition with other sponsors on event platform page as well as one email blasts and one social media post.*					✓	✓
<b>Preserve Luncheon (September 17, 2026 - 11:30 a.m. to 1:00 p.m.)</b>						
Opportunity to speak.						
Verbal recognition during announcements.						
Advertisement in program.**						
Logo placement or text recognition in program & scrolling slide presentation.*					✓	✓
Reserved seating for 8 with table recognition.***					✓	✓
<b>Community Partnership Day (April 25, 2026 - 9:00 a.m. to 12:00 p.m.)</b>						
Logo placement on event t-shirt and poster.*						

\*Please see next page for asterisk descriptions and document requirements.

# The Preserve Campaign 2026

## Who We Are:

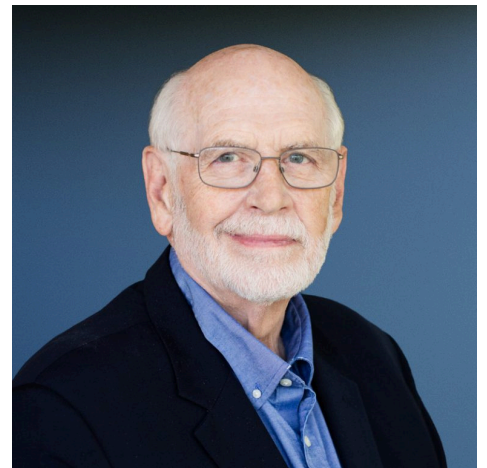
Restoration Housing is a 501(c)(3) nonprofit, community-based developer dedicated to rehabilitating and stewarding historic buildings to create affordable rental housing. Our work provides safe, stable homes for low- to moderate-income individuals and families while strengthening neighborhoods by reducing blight and vacancy. We also develop community impact projects that offer affordable rental space for nonprofit organizations expanding services in under-resourced communities.

## What Is This Year's Theme and Why:

Each year, Restoration Housing selects a Preserve Campaign theme that reflects our work. As construction at Trinity Commons nears completion in early 2026, we have witnessed the stark reality that senior homelessness is rising at an alarming rate. Between 2015 and 2022, the City of Roanoke experienced a 176% increase in homelessness among adults age 55 and older. Trinity Commons will provide stable housing for 15 to 30 seniors who are currently experiencing homelessness or housing instability due to rising rents, fixed incomes, and increasing costs of living. Join us in support of our 2026 Preserve Campaign theme – **#AgingWithDignity** – because all seniors deserve the opportunity to have a safe, affordable place to call home.

## 2026 Preserve Luncheon Keynote Speaker:

He may look familiar—third time's a charm! We have been hoping to host Dr. Fred Karnas as our keynote speaker for some time, and 2026 is the year. His compassion and deep understanding of our community's most vulnerable populations have led him to national leadership roles addressing the intersection of housing, health, and human services, with a particular focus on individuals experiencing homelessness, older Americans, and people with disabilities. Dr. Karnas currently serves as the Older Adults Initiative Specialist for Richmond Memorial Health Foundation (RMHF), following his earlier work as a Senior Fellow. His expertise has led multiple administrations to call on him for senior advisory roles with the U.S. Department of Housing and Urban Development, the U.S. Department of the Treasury, the U.S. Department of Health and Human Services, the Office of HIV/AIDS Housing, and the U.S. Interagency Council on Homelessness. Fred holds a Bachelor of City Planning from the University of Virginia, a Master of Social Work from Virginia Commonwealth University, and a PhD from the College of Architecture and Urban Studies at Virginia Tech. We couldn't imagine a more fitting voice to bring our 2026 theme of **#AgingWithDignity** to life.



## Asterisk Descriptions & Document Requirements:

\*Logo size and placement will correspond to sponsorship level. Friend level will receive text recognition only. Please provide logo by **August 20, 2026**.

\*\*Advertisement size and placement will correspond to sponsorship level. Advertisements are for Presenting, Keynote, Creative, and Patron levels only. Please provide advertisement by **August 20, 2026**.

\*\*\*Please provide names, email addresses and dietary restrictions for all guests by **August 27, 2026**. Please notify us of unused seats as soon as possible for planning purposes.