

CELEBRATING 40 YEARS

1987-2027



ANNUAL SPONSORSHIP PROSPECTUS

40 & BEYOND

JOIN THIS PIVOTAL MOMENT

Since 1987, Housing Action Illinois has been building the relationships, coalition, and statewide infrastructure to expand access to affordable homes across Illinois. **Today, we are a coalition of more than 200 member organizations working together to expand access to good, affordable homes; support community development; and advance policies that create housing opportunity statewide.**

The need has never been greater. Illinois faces a shortage of nearly 290,000 affordable rental homes, and nearly three in four of the state's lowest-income renters spend more than half of their income on housing, leaving little for food, healthcare, or any financial cushion. More than 14,500 of our neighbors experienced homelessness in 2025, with tens of thousands more doubled up or one setback away from losing their housing entirely. Sustainable homeownership feels out of reach for far too many first-time homeowners and low-income households.

This picture would be far worse without 40 years of Housing Action's advocacy. We have helped establish the Illinois Affordable Housing Trust Fund, Homeless Prevention Program, Rental Housing Support Program, and Illinois CRA, and secured millions in state funding for homeless services. Our housing counseling network has advised more than 112,000 households, and our AmeriCorps program has placed 200+ members across the state, building a pipeline of new talent for the field

With economic insecurity and housing affordability in the public spotlight, we are at an inflection point, positioned to turn our momentum into meaningful, lasting change. As we mark our 40th anniversary in 2027, we will bring members, partners, and supporters together from across the state to **celebrate what our coalition has built, deepen the connections that make us effective, and accelerate progress on the housing challenges that affect every Illinois community.**

"WE BELIEVE IN HOMES, NOT JUST HOUSES. BY PARTNERING WITH HOUSING ACTION ILLINOIS, WE'RE INVESTING IN INITIATIVES THAT HELP CREATE ATTAINABLE HOUSING OPPORTUNITIES AND STRENGTHEN THE NEIGHBORHOODS WHERE PEOPLE LIVE, WORK, AND BUILD THEIR FUTURES."

— CORNELL LURRY, DIRECTOR, COMMUNITY & ECONOMIC DEVELOPMENT, MIDLAND STATES BANK



Housing
Action
Illinois

PARTNER WITH US IN 2027

SHAPE the future of housing in Illinois by supporting solutions to our most pressing affordable housing challenges

ALIGN yourself with 40 years of housing impact across Illinois

CONNECT with 200 member organizations & 350+ housing professionals, decisionmakers, and community leaders

DEMONSTRATE your commitment to the communities where your clients, employees, or grantees live and work



ANNUAL SCHEDULE

2027

40th Anniversary Reunion & Kick-Off

Feb
'27

 Springfield, IL

We will launch our 40th anniversary year where it all began: the state capitol, where our founding members helped establish the Illinois Affordable Housing Trust Fund. Join longtime members, key partners, and today's leaders to celebrate what four decades of coalition-building has made possible, and to set the course for what comes next.

Housing Matters Conference

Oct
'27

 Bloomington, IL

Our annual conference unites nearly 350 housing professionals, policymakers, lenders, and community development leaders for in-person learning, networking, and strategy. The 2027 conference will include special programming on the future of the affordable housing field, as well as recognition of the partners who helped build the movement.

40th Anniversary Benefit: Legacy in Action

Spring
'27

 Chicago, IL

An evening of celebration and community in Chicago. Housing Action's signature fundraising event brings together nonprofit leaders, corporate partners, philanthropic supporters, and housing champions to mark 40 years of impact and invest in the next chapter. Remarks, recognition, and relationship building.

Closing Celebration: Beyond 40

Dec
'27

 Chicago, IL

By invitation only. Housing Action will close out our 40th anniversary year with an intimate gathering in Chicago: a moment to reflect on what this coalition has built and to recognize the funders, partners, and leaders whose sustained commitment made it possible. Reserved for Housing Action's most dedicated supporters.

Regional Member Gathering

Summer
'27

 Southern IL

Housing Action takes its 40th anniversary celebration downstate, gathering members, staff, and board in Southern Illinois. This regional convening will create space for member organizations to share community insights, build cross-regional connections, and strengthen the statewide network that makes our coalition effective.



SPONSORSHIP LEVELS



Sponsorship at all levels is designed to support CRA.

Housing Action can provide documentation to support your CRA reporting.

	Benefit	Founder (\$50,000)	Legacy (\$25,000)	Pillar (\$15,000)	Cornerstone (\$10,000)	Partner (\$5,000)
40th Anniversary Recognition (Year-Long)	Invite-only briefing on key developments in our field	✓				
	Logo on anniversary webpage	Featured placement	✓	✓	Name listing	Name listing
	Recognition in anniversary emails	✓	✓	Select emails	Select emails	
	Social media	Featured spotlight	✓	✓		
Reunion & Kick-Off	Opportunity for welcome remarks	All	Kick-Off, Closing	Kick-Off		
Regional Member Gathering	Verbal recognition	✓	✓	✓		
Closing Celebration	Logo on event signage	Prominent	✓	✓		
40th Anniversary Benefit: Legacy in Action	Remarks	Welcome 10 minutes	Closing 5 minutes			
	Verbal recognition	✓	✓	✓		
	Complimentary event tickets	10	8	6	2	1
	Logo on event signage	Prominent	✓	✓	✓	Name listing
Housing Matters Conference	Remarks	Welcome 10 minutes, full audience	Closing 5 minutes, full audience	Breakout session, 2-3 minutes		
	Verbal recognition	✓	✓	✓		
	Program book	Full page ad	1/2 page ad	1/4 page ad	Name listing	Name listing
	Exhibitor table space	Premium location	✓	✓	✓	✓
	Complimentary registrations	10	8	6	4	2

Let us know if you are interested by February 2027. Logos and ad files must be sent as high-resolution files (JPG, PNG, or PDF) to communications@housingactionil.org by March 2027. For questions or to learn about a la carte opportunities, contact: Kristin Ginger, Director of Communications & Development, at kristin@housingactionil.org or 312-854-3333.