

FOR
OUR
future

Desert Dreams | March 28, 2025
7th Annual Gala



Howdy!

With great pleasure, we invite you to a very special and dreamy evening: The 7th Annual For Her Future Gala, "Desert Dreams" benefiting For Her. This event will be hosted at The Witte Museum Dawson Family Hall, on Friday, March 28, 2025, at 6:00pm.

All proceeds from the gala help build equity for women facing barriers to upward mobility, by providing a network of support and responsive resources that promote self-sufficiency and holistic well-being.

Our services include professional counseling, peer support, economic empowerment workshops, and one-on-one advocacy. Designed to improve mental health, increase social and community support, and promote economic stability, our programs improve the quality of life for women, while impacting entire families and communities.

A prime example of success can be seen in Emma's story. After leaving her abusive husband and moving eight hours away to San Antonio with her young daughter, Emma became deeply involved with our programs. This is what she had to say about receiving services from For Her:

"The support at For Her allowed me to walk away feeling less alone and more capable of accomplishing the goals I set out for myself and my daughter. This organization has really made a difference in my life and strengthened my desire to help women in the community." Now, Emma gives back to the organization, serving as a leader in our community.

We are honored by the contributions from our past sponsors and supporters, including Accenture, Cavender Auto Group, H-E-B, Generations Federal Credit Union, Frost Bank, SAWS, and CPS Energy. Please see the sponsorship opportunities and benefits enclosed to learn how you can best support For Her. It would be my honor to meet with you to discuss this exciting opportunity; you can reach me directly at kayla@iamforher.org or 210-201-0066 x4.

We hope to count on your support to help build equity for women in San Antonio.

Let's transform the future of women in our community together!

A handwritten signature in black ink that reads 'Kayla Carter-Moilanen'.

Kayla Carter-Moilanen
Founder & CEO
For Her





Problem & Who We Serve

Problem: Women in San Antonio have a higher rate of rape and murder by male partners, lower rates of college completion, wider earning gaps, and lower earning levels than women in other major cities such as Dallas, Houston, and Austin.

Who we serve: For Her serves all women ages 18 and up who have experienced barriers to upward mobility such as poverty, marginalization, trauma, and abuse.

How we're solving it

Outreach and Awareness

Network of Support

- Peer Support Groups
- Community Gatherings

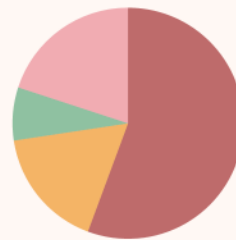
Personal and Economic Empowerment

- Individualized Coaching
- Career and Financial Workshops

Health and Wellness

- Individual Counseling
- Group Counseling
- Mental and Physical Health Workshops

Demographics of Women We Served in 2023



Income Levels

60% have an income under **\$14,999**

16.9% have an income between **\$15,000 - \$24,999**

7.4% have an income between **\$25,000 - \$34,999**



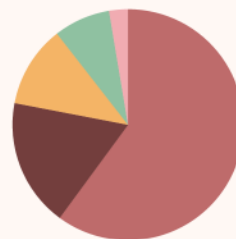
Victimization

72% report being a victim of crime

43.3% domestic violence

7.4% sexual assault and/or trafficking

21% unspecified type of victimization



Race/Ethnicity

59.3% Hispanic

17.7% White

11.3% Black or African American

7.8% Multi-racial

2.6% American Indian or Alaskan Native

WOMEN WHO RECEIVED SERVICES FROM FOR HER

report improved mental health, they feel a sense of belonging and connectedness to a supportive community, and experience economic advancement from participation in skill-building workshops





SPONSORSHIP OPPORTUNITIES

Benefits	Presenting \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
VIP Check-In	✓	✓	✓	✓	✓
Reserved seating for 4-8 guests	✓	✓	✓	✓	✓
Logo or Name Recognition on Website	✓	✓	✓	✓	✓
Logo or Name Recognition on Signage	✓	✓	✓	✓	✓
Special Program Recognition	✓	✓	✓	✓	✓
Featured on Email to 1,500+ Subscribers	✓	✓	✓	✓	✓
Logo or Name on Promotional Content	✓	✓	✓	✓	✓
Verbal Recognition During Program	✓	✓	✓	✓	
Opportunity to Distribute Branded Gifts	✓	✓	✓		
Press Release & Featured Email	✓				
Full Page Promotion in Printed Program	✓				
Logo Displayed on Table Gift & Step & Repeat	✓				
Speaking or Commercial During Program	✓				
Two Seats at Head Table	✓				
2 Bottles of Select Wine for Table Guests	✓				

Please contact events@iamforher.org or 210-201-0066



THE LINE-UP

The Headliner: Presenting \$20,000

The biggest name, lighting up the stage with a performance so epic it becomes the talk of the town for years to come!

- VIP Expedited Check-In
- Reserved Sponsor Tables of 8 at Premier Location with Sponsorship Recognition
- Logo Recognition and Link to Sponsor's Website on Event Website
- Logo Recognition as Presenting Sponsor on Event Signage
- Full Page Program Recognition
- Featured in Email to 1000+ Subscribers
- Verbal Recognition During Program
- Logo Recognition as Presenting Sponsor on Event Program, Sponsor Slides, and All Promotional Content
- Opportunities to Distribute Branded Gifts to Guests at Every Table
- Logo Displayed on Table Gift & Step & Repeat
- Full Page Promotion in Printed Program
- Press Release & Featured Email
- 60 Second Speaking Opportunity or Commercial *Provided by Sponsor and approved by For Her
- Two Additional Seats at Head Table
- 2 Bottles of Select Wine for Table Guests

Your Favorite Artist's Favorite Artist: Platinum \$15,000

The brand new electrifying act that got everyone buzzing and chanting for more!

- VIP Expedited Check-In
- Reserved Sponsor Table of 8 at Premier Location with Sponsorship Recognition
- Logo Recognition and Link to Sponsor's Website on Event Website
- Logo Recognition as Platinum Sponsor on Event Signage
- Full Page Program Recognition
- Featured in Email to 1000+ Subscribers
- Verbal Recognition During Program
- Logo Recognition as Platinum Sponsor on Event Program, Sponsor Slides, and All Promotional Content
- Opportunities to Distribute Branded Gifts to Guests at Every Table





THE LINE-UP

The Opener: Gold \$10,000

The vibrant spark that ignites the evening, bringing a burst of energy and setting the tone for an epic night!

VIP Expedited Check-In

Reserved Sponsor Table of 8 at Special Location with Sponsorship Recognition

Logo Recognition and Link to Sponsor's Website on Event Website

Logo Recognition as Gold Sponsor on Event Signage

Half Page Program Recognition

Featured in Email to 1000+ Subscribers

Verbal Recognition During Program

Logo Recognition as Gold Sponsor Event Program, Sponsor Slides, and All Promotional Content

The Local Favorite: Silver \$5,000

You're so cool that everyone from your hometown claims they knew you in high school when they see you on the stage.

VIP Expedited Check-In

Reserved Sponsor Table of 8 at Preferred Location with Sponsorship Recognition

Logo Recognition on Event Website

Logo Recognition as Silver Sponsor on Event Signage

Quarter Page Program Recognition

Featured in Email to 1000+ Subscribers

Verbal Recognition During Program

Logo Recognition as Silver Sponsor on Event Program, Sponsor Slides, and All Promotional Content

The SuperFan: Bronze \$2,500

You really want everyone to know that you are truly our biggest fan.

VIP Expedited Check-In

Reserved Half Sponsor Table of 4 seats with Sponsorship Recognition

Logo Recognition on Event Website

Name Recognition as Bronze Sponsor on Event Signage

Program Recognition

Featured in Email to 1000+ Subscribers

Name Recognition as Bronze Sponsor on Event Program, Sponsor Slides, and All Promotional Content



Underwriting Opportunities

Desert Dreams Maker Market \$6,000

Be the shero of the Desert Dreams Market highlighting local Women-Owned businesses #supportlocal

- Logo Recognition at the entry of the Maker Market
- Seating at the gala for Two Guests
- Opportunity to Distribute Branded Gifts
- Logo Recognition on all Signage, Program, and Other Promotional Materials

Live Entertainment \$5,000

Energetic, Ethereal and Expansive, Sponsor the Vibes of the Desert at Dusk

- Live Music Shoutout and Logo Recognition on Stage
- Reserved Seating for Two Guests
- Opportunity to Distribute Branded Gift at After Party
- Logo Recognition on Signage, Program, and Other Promotional Materials

Tequila Toast \$3,000

Elevate the Magic of Desert Dreams, Sponsor the Legendary Tequila Toast

- Logo Recognition at Each Bar
- Reserved Seating for Two Guests
- Mention During Toast
- Logo Recognition on Signage, Program, and Other Promotional Materials

Flowers \$2,500

Enchant us with Your Inner Flower Child Energy

- Logo Recognition on Signage, Program, and Other Promotional Materials

Dessert \$2,000

Dessert in the Desert, Say Less

- Logo Recognition on Signage, Program, and Other Promotional Materials

Decor & Signage \$1,500

Be the Stunning Star of our Decor & Signage

- Logo Recognition on Signage, Program, and Other Promotional Materials



I would love to sponsor For Her Future at the following level:

- ☐ Presenting - \$20,000 ☐ Platinum - \$15,000 ☐ Gold - \$10,000
☐ Silver - \$5,000 ☐ Bronze - \$2,500

I would love to underwrite For Her Future at the following level:

- ☐ Maker Market - \$6,000 ☐ Entertainment - \$5,000 ☐ Tequila Toast - \$3,000
☐ Flowers - \$2,500 ☐ Dessert - \$2,000 ☐ Signage & Decor - \$1,500

Individual Options:

- ☐ I would like to purchase (#) _____ tickets at \$250 each.
☐ I am unable to attend, but please accept my contribution of \$_____
☐ Please contact me to discuss other ways to support For Her.

Sponsorship / Contribution Information:

Contact Name, Title, Company (if corporation/organization)

Address/PO Box City, State ZIP Code

Email Phone

Credit Card Number Exp. Date CVC Code

Sponsorship Name (As you would like it to appear in printed event materials)

- ☐ Mailed Check to: For Her
8546 Broadway Ste. 255
San Antonio, TX 78217

Or scan this QR code to register
and make your payment online





Thank you!

The image features a light beige background. The central text "Thank you!" is written in a large, dark red, serif font. Above the text, there is a decorative arrangement of dark red stars and a green mountain range. Below the text, there is another decorative arrangement of dark red stars.