



Impact Report 2025



Sleep Out Saturday Overview

2025 marked the 22nd annual Bridge Communities Sleep Out Saturday, where residents across Illinois spent a chilly night outside, sleeping in tents, boxes, and cars to raise funds for Bridge's Transitional Housing Program and awareness of family homelessness. And you, as a valued sponsor of Sleep Out Saturday, made this event possible!

Because of your generous sponsorship, Bridge Communities was able to ensure every pledge dollar went toward helping over 100 DuPage County families experiencing homelessness this year. **Thank you for your incredible support!**

Highlights included:

- Held the most fun, best-attended Kickoff Rally since before Covid with an estimated 350 participants!
- Blanketed the community with SOS posters thanking all our valued sponsors
- Garnered local media coverage on both TV and radio
- Produced a new SOS video featuring a recent program graduate who purchased a home in October! This heartwarming video can be viewed **on our YouTube page.**
- Hosted a performance by the Glen Ellyn School of Rock premiere students, pure entertainment and talent galore!

Plus, participants were gifted with tote bags to decorate and take home compliments of one of our generous sponsors.



The SOS Experience

Kickoff Rally:

On November 1st, groups, families, and individuals gathered to support a crucial cause at the 2025 Sleep Out Saturday Kickoff



Rally. The turnout was amazing, with an estimated 350+ participants filling up the Lakeside Pavillion at the College of DuPage. It was the best show of support since Covid.

SOS participants were serenaded into the venue by an incredibly talented band from the Glen Ellyn School of Rock. The impressive 18 member group of teens set the tone and kicked off the rally with some rockin' good tunes.

The College of DuPage (COD) once again exceeded expectations as a valued Sleep Out Saturday partner. Culinary students from COD warmed bellies and hearts with delicious hot soup, fresh bread, and rich hot chocolate, all expertly served by students studying social services. Bridge clients Courtney and Sio moved and inspired the audience with their powerful stories of resilience, growth, and success, both via video and in person. Their inspiring stories earned standing ovations, admiration and respect, while reminding everyone of why they were there and participating in Sleep Out Saturday.

Participants were also treated to a fun craft project. Branded reusable tote bags were bedazzled by some, while others drew pictures of families helping families or wrote thoughts on why they were sleeping out. Bags were creatively customized by engaged kids and parents alike.

The SOS Experience, *continued*

The rally's emcee, DJ Cash kept the program tight while expertly balancing the fun and revelry with meaning and impact. She was sure to give each sponsor an intentional shoutout, so participants knew you were an important partner, aligned with them in their SOS support. DJ Cash ended the night as she always does – with an SOS Rally dance party! What a fun sendoff for participants dedicated to spending a night of discomfort for the benefit of neighbors in need.

SOS Toolkit

The SOS toolkit included games and activities, movies and books to deepen the experience, a suggested timeline, safety practices, and more. **[Click here to see the toolkit!](#)**

Flexible Dates

The main Sleep Out and rally were held on Saturday, November 1st, but participants could choose their own date between October 25th and December 6th. Groups appreciated the convenience and option to better fit SOS into their calendars. The extended dates also significantly increased Bridge's promotion of the event and your brand.



SOS 2025 Financial Results

SOS 2025 included dedicated, long-time participants and enthusiastic first-timers alike. St. Petronille School recommitted with an impressive turnout, and Samasana Group and the Wheaton Juniors both rocked their inaugural effort. In addition, we added 20 new Sleep Out Stars* and welcomed several corporate groups to SOS.

For the second year in a row, the Sunshine Dance Studio was a fundraising machine having raised \$19,500 from 265 separate donors! Success was spurred on by friendly competition among four teams of dancers divided by age. This year, the Teens inched out the Tweens by raising \$5,355. Truly a remarkable effort by some very committed and competitive dancers and their community.

2025 Results

Revenue: \$109,923

Expenses: \$8,787

NET: \$101,136

This is 7% more in Net proceeds than our SOS event in 2024!

*Stars are groups, families, and individuals who are officially registered on the SOS fundraising page.



Communities Represented by SOS Participants

Sleep Out Saturday takes place in the communities where your customers live and shop. This year, 22 different Chicagoland communities hosted one or more Sleep Out sites!

Addison
Bartlett
Bolingbrook
Chicago
Darien
Elburn
Elmhurst

Geneva
Glen Ellyn
Homewood
Hinsdale
Lisle
Lockport
Lombard

Naperville
Plainfield
Roselle
Saint Charles
Warrenville
Wheaton
Wheeling
Woodridge



SOS Marketing

As a sponsor, your name and support were proudly shared with the public to let them know that you have joined in the fight against homelessness!

Social Media:

Your business, including your linked logo, was featured on your dedicated day of social media "Thank You" posts on Facebook (3,700+ followers), Instagram (1,500+ followers), and LinkedIn (1,400+ followers).

E-mail Campaign:

Your company was thanked and your logo was prominently shared in a series of 8 emails, which were received by over 4,500 unique SOS participants and Bridge Communities supporters.



SOS Marketing, *continued*

Feature Videos

Gold sponsors and above were given the opportunity to provide a video promoting their business and its support of SOS. The videos were featured during each sponsor's dedicated social media day. Posts included messaging and links encouraging viewers to click through to the sponsor's website.

Fundraising Badges

We incentivized participants to raise more and earn badge rewards on their personal fundraising pages. Participants increased your brand's exposure by drawing new donors to these web pages.



2025 SOS Media Highlights

Your brand benefitted from pre-event media coverage on both local TV and radio. Interviews and public service announcements drove more people to the landing page, which includes your linked logo and our thanks for your generous sponsorship.

Below is the list of media hits, which are linked in each underlined outlet.

- [Fox32](#) - Invited Kristin Short, Director of Resource Development at Bridge, to their show and interviewed her about the event
- [NCTV](#) - Featured the event in an article
- [The Courier](#) - Spoke with staff and featured the event as well as the topic of homelessness more broadly
- [Patch](#) - Featured the event in their community calendar and in an article
- [Daily Herald](#) - Shared an article about the event across Chicagoland and included it in their printed paper



2025 Website Results

Bridge Communities designed a mobile responsive website landing page, and the Sleep Out pages were among the site's highest-ranking pages leading up to the event. These nine webpages proudly display your logo and link to you as a sponsor.

Website Visits, September 1–December 3: **34,000+**

New Visitors: **12,500+**

Page Views: **92,000+**

On each visit to the website the visitor viewed: **2.7 pages**





Thank you for joining us!

For 22 years, SOS participants of all ages from across the western Chicago suburbs have slept out, raised funds, and developed a deep, first-hand appreciation for the extreme hardship of homelessness. This life-changing experience wouldn't be possible without generous sponsors like you. On behalf of Bridge staff, Board, volunteers, and especially the resilient families we help transition from homelessness to permanent, generational self-sufficiency, thank you from the bottom of our hearts for your support!





Connecting families facing homelessness to
a better future since 1988

Mission:

The mission of Bridge Communities is to transition families facing homelessness to self-sufficiency by working with partners to provide mentoring, housing, and supportive services.

Vision:

Our vision is a community where all families are healthy, financially stable, and living in affordable housing.

Values:

Our core values—Partnership, Hope, Integrity, Respect, and Empowerment—guide everything we do and reflect the commitment of everyone involved in Bridge Communities.

