



HALEY HOUSE

The 17th Annual Haley House Souper Bowl - Sunday, February 16th, 2025 Sponsorship Opportunities

Haley House

Haley House uses food with purpose and the power of community to break down barriers between people, to empower individuals and to strengthen neighborhoods. We believe in solving problems at their root by challenging attitudes that perpetuate suffering and build alternative models.

Since our founding in 1966, Haley House has grown into a multifaceted organization deeply rooted in the South End and Roxbury. Today, our work falls into five interconnected categories:

- Direct services: our Soup Kitchen and Food Pantry
- Permanent affordable housing: 110+ units in scattered South End sites
- Urban agriculture: Mel King School Garden in the South End and the Thornton Street Urban Farm in Roxbury
- Youth development and Reentry: Take Back the Kitchen cooking classes for youth and Life Foundations Training for returning citizens
- Social Enterprise: the Haley House Bakery Café (reopening in 2025)

The Souper Bowl

Every year in mid-February, the community gathers to share a meal in support of Haley House. Guests choose a handmade bowl, crafted and donated by MassArt students and instructors, and enjoy handmade soups donated by local restaurants and caterers.

In 2009, the Boston Localvores, an informal group interested in supporting the local food movement, approached Haley House Bakery Café with the concept of a tasting event spotlighting locally sourced soups and the Souper Bowl was born. While traditionally held in the Haley House Bakery Café, in recent years the Souper Bowl has taken place at the Roxbury Innovation Center, while we wait for construction on our new Café space to be complete!

The Souper Bowl is a beloved community event that includes a long-standing collaboration between Haley House and MassArt's Center for Art and Community Partnerships and Clay for Change. All proceeds from the event support our many Haley House programs.

MassArt's Center for Art and Community Partnerships

A Souper Bowl partner

The Center for Art and Community Partnerships (CACP) at MassArt believes that art and design are dynamic, transformative tools in building and nurturing community. CACP embraces inclusive, collaborative approaches to create artful opportunities in which artists, designers, community partners, members of the college community, and the wider public create and learn from one another.

Clay for Change is a MassArt student group that collaborates with CACP and Haley House. Each year the group makes hundreds of unique ceramic bowls for the Souper Bowl event. They also work with CACP to host bowl-making and bowl-glazing events for and with the Haley House community. Bringing the Haley House team into the ceramics studios allows MassArt students to share their skill and love for ceramics while also building relationships and learning about the important work of Haley House.



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		Logo on event emails ~reach	Logo on on-site signage ~reach	LinkedIn Insta + Facebook posts	May Offer Collateral	May display banner	Event Tickets
Presenting Sponsor	\$10,000	10,000+	~250 guests	8	Yes	Yes	30
Lead Sponsor	\$5,000	10,000+	~250 guests	5	Yes	-	15
Community Sponsor	\$2,500	10,000+	~250 guests	2	-	-	6
Neighborhood Sponsor	\$1,000	10,000+	~250 guests	-	-	-	2

We're also happy to tailor a sponsorship to your specific needs.

Haley House's 2025 Souper Bowl

Date: February 16, 2025

Time: 12-3 p.m.

Place: Roxbury Innovation Center

Guests will get to choose a handmade bowl, crafted and donated by MassArt students and instructors, and eat their fill of delicious soups donated by local restaurants and caterers.

Proceeds will benefit Haley House programming, including:

- Our well-known Soup Kitchen, serving our unhoused neighbors since 1966
- The Haley House Food Pantry
- Urban agriculture programs, serving local youth and seniors at the Thornton Street Farm and Mel King Garden
- Affordable family housing and SRO residences
- Take Back the Kitchen classes, serving youth and families
- Life Foundations Training classes, serving citizens returning home post-incarceration

Please contact David Hirschberg (dhirschberg@haleyhouse.org - 617.807.1173) to sign up for your sponsorship today!

For more information on Haley House, please visit www.haleyhouse.org.