

Empowering Older Adults & Their Families



North Shore Senior Center empowers more than 24,000 older adults and their families through its innovative programs and services.

Since our founding in 1956, NSSC's mission has remained steadfast: to foster the independence and well-being of older adults, enhance their dignity and self-respect, and promote their participation in and contribution toward all aspects of community life.

To maintain our mission, we serve older adults in the community through a wide variety of programs.

Senior & Family Services

Our professional social workers provide older adults the assistance they need to age in place through many in-home and community-based programs and services. These include benefits counseling, support groups, home-delivered meals, adult protective services, and more. This represents more than two-thirds of the services NSSC provides.

Lifelong Learning

Lifelong Learning programming offers an abundance of opportunities to enrich the lives of adults of all ages through its hundreds of engaging classes and lectures, clubs, daytrips, performances, and special events.

House of Welcome Adult Day Services (HOW)

HOW provides specialized care for people living with a wide range of memory loss as well as respite for their family caregivers. Structured, therapeutic programming addresses the physical, emotional, and social needs of participants. HOW also provides supportive case management and a support group to family members.

Senior Options

Fee-based Senior Options works with older adults and their families to improve quality of life now and in the future through care management, therapy and counseling, and money management.

**Join us as we impact the lives of those we serve
by partnering with us—and together, we can make a difference.**

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Celebrate



Annual Gala

NSSC's premier annual fundraising event is an opportunity to mingle with members and donors during an elegant evening of entertainment, dinner, a live and silent auction, and more. Sponsorship opportunities vary with customized packages.

Member Appreciation Reception

With an array of members in attendance, this event features great food, drinks, and entertainment in honor of those who belong to the Center. Meet, mix, and mingle with NSSC members and staff at this annual reception!

Volunteer Appreciation Day

Build brand awareness with a cost-effective opportunity to interact with active seniors and promote your products and services. Enjoy pre-event publicity and a table in a high-traffic area. Activities during Volunteer Appreciation vary but often include concerts, luncheons, fitness consultations, and prize drawings.

Golf Outing

New this year! Consider a sponsorship for the NSSC Golf Outing at the prestigious Skokie Country Club in Glencoe. This premier golf event provides numerous opportunities to get your brand in front of a diverse group of members, donors, and players throughout the day. Choose a sponsorship level that works for you.

Super Senior Day

Representatives from more than 40 organizations from the surrounding community attend this intergenerational celebratory event that honors volunteers who donate their talents, skills, and time to local organizations. Partner with us as we celebrate community volunteers deemed "Super Seniors" with a luncheon and awards ceremony.

"Giving is not just about making a donation; it's about making a difference."

—KATHY CALVIN

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Lifelong Learning



Tuesday Club Infomercial

The NSSC Tuesday Club presents weekly educational lectures in a hybrid format. This historic club originated in the 1950s and is one of the most well-attended regular programs at NSSC. Sponsors get a two-minute infomercial presented at the beginning of the selected Tuesday Club event before all members in attendance. Sponsorship also includes a mention on the class registration page and in NSSC's monthly e-newsletter—distributed to more than 10,000 subscribers.

Class Sponsorship

NSSC's Lifelong Learning offers a variety of daily classes, lectures, and workshops every week throughout the year. Many programs are offered online or in a hybrid setting. Sponsorship features brand inclusion on the chosen class's registration page and in our monthly e-newsletter, along with company recognition at the beginning of the class. Choose from a single class or a discounted bundle of four.

Performances & Special Events

Set up a table in our spacious Atrium in conjunction with our most well-attended in-person programs and events. You'll get the chance to hand out your company's literature while making valuable connections with older adults at NSSC.

Annual Picnic

Score a partner table at this highly anticipated yearly event! Enjoy a day of fun for all NSSC members and their guests with a picnic lunch and a variety of competitive games and activities.

Daytrips

Sponsor one of our many daytrips throughout the year that take our members to a variety of cultural venues and events in the Chicagoland area. Regional points of interest include museums, garden tours, theater performances, music festivals, and ethnic neighborhoods and restaurants.

“The most useful and influential people in America are those who take the deepest interest in institutions that exist for the purpose of making the world better.”

—BOOKER T. WASHINGTON

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Partnership Opportunities



Corporate Sponsorships

Corporate Leadership Circle

Through a generous combination of advertisements, logo placements, classes, events, publications, and more, this elite sponsorship opportunity offers corporations a variety of beneficial ways to support NSSC and stay visible to our community. This opportunity includes multiple levels to choose from and extends throughout an entire year.

Corporate Education Circle

Sponsor our regularly scheduled professional and community education programs and get your logo listed on our website for one year as a member of the Corporate Education Circle. In addition, your company will receive recognition through pre-event publicity such as e-blasts and social media posts, plus a personal thank you at the beginning of each program. These events provide an opportunity to interact with a wider age demographic and are open to NSSC members, staff, volunteers, professionals, and the general public.

Partner Days

Set up a table in our bustling Atrium, a premium location to meet and talk with older adults during prime programming time.

Grab & Go Boxed Lunch Day

Receive two tables in a high-traffic area to pass out boxed lunches and engage with our members during one of our busiest days of the month. All boxed lunches will feature your name as the sponsor, and your company will get recognition in all pre-event promotions and social media posts.

#GivingTuesday

Support this annual global giving movement with a matching gift, and your company name will be featured on our #GivingTuesday webpage in front of our thousands of donors.

Giving Tree

Get your logo on the holiday Giving Tree, our annual hybrid fundraiser that collects gifts for low-income older adults and children in our community.

Advertising Opportunities

Engage Magazine & Lifelong Learning Catalog

This four-color publication is printed three times a year and mailed to more than 8,000 older adults in the northern Chicago suburbs. Advertising opportunities include full-page, half-page, and quarter-page ads.

Engage E-newsletter

Reach more than 10,000 subscribers with a personalized banner or logo ad in our monthly e-newsletter. Ads are linked to your website.

Atrium TV

Place an ad to circulate on our TV monitor throughout the week, located in the heart of our flagship location in Northfield.

Naming Opportunities

Your company can have a defining impact at NSSC for years to come while building a philanthropic legacy and brand exposure with our longstanding reputation. Ask about our unique opportunities to have your name featured at NSSC for years to come.

“Life’s persistent and most urgent question is ‘What are you doing for others?’”

—MARTIN LUTHER KING JR.

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