



# Impact Report 2024

*Thank you for your incredible support!*



# Glen Ellyn Backyard BBQ Overview

2024 marked the 16th year of the Glen Ellyn Backyard BBQ. This much-anticipated, free, family-friendly festival draws thousands of BBQ and live music fans from across the Chicago region, all to raise funds for Bridge Communities' Transitional Housing Program. And you, as a valued sponsor, helped make it all possible!

Glorious weather, a stellar line-up of four live bands, delicious food from five vendors, and ample libations provided by Two Brothers Brewing boosted attendance and helped create the perfect opportunity to showcase your brand and community commitment.

What started as a small neighborhood event has grown into the largest amateur BBQ competition in the state of Illinois. This year forty-four teams vied for bragging rights and beautiful custom trophies designed by the Local Glass Studio in Glen Ellyn. KCBS-certified judges determined honors in five different categories, while attendees tasted samples and cast their votes for the People's Choice Best Sauce winner.

Piglet Playland delivered on the family fun theme with a giant slide, a myriad of activities, live entertainment from Mary Macaroni, and more. The area was full of laughter, energy, and joy and helped draw hundreds of young families to the BBQ.



# 2024 Financial Results

Thanks to you and our many generous participants, we raised enough funds to provide housing and programming for four Bridge families in the coming year!

Your sponsorship also enabled Bridge to promote our mission – and your brand – to an estimated 2,000 attendees, competitors, and volunteers. The more sponsor dollars we have the more funds go directly to the bottom line. Your sponsorship was key to maximizing net income and our ability to impact the lives of the resilient families Bridge serves.

**We hope you will continue your support of this unique, community-wide event in 2025 and beyond.**

## 2024 Results:

Revenue: \$56,596

Expense: \$21,514

**Net: \$35,082**



# BBQ Marketing

Your brand was promoted via a four-month long email and social media campaign reaching thousands of your current and potential customers. Moreover, 6,000+ of our digital 2024 annual report recipients will see your company thanked as a cherished supporter of Bridge Communities and the brave families we have the honor of helping.

## Social Media:

Your logo was shared on Bridge's Facebook page, with more than 3,600 followers, our Instagram with more than 1,400 followers, and our LinkedIn with more than 900 followers. On the BBQ's Facebook page, your company received even more attention with over 3,200 followers. In the months leading up to the BBQ, the account had a total reach of over 35,000.

## E-mail Campaign:

Your company was thanked and your logo was prominently shared in a series of 8 emails that went out to 4,500+ people with a median of almost 500 recipients clicking through to learn more on each email.

## Website:

Your company's logo was also shared on our website and was seen by our website users through about 3,900 page visits!



# Thank you!

Thank you again for supporting Bridge Communities through your sponsorship of the Glen Ellyn Backyard BBQ. You are helping to provide homes and hope to 100+ DuPage families this year through Bridge's unique and proven service model.

Sponsorships sell out fast for this highly popular event. **Won't you please join us and commit now to sponsoring next year's Backyard BBQ on September 6th?**





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.

