



Shine Celebration

*2019 Sponsorship
Opportunities*

Way to Grow Shine Celebration
The Depot
October 26, 2019

Our Story

For 30 years, Way to Grow has worked to close the early childhood education gap for some of Minneapolis' most isolated families. Through home visits, high-quality preschools, parent classes, partner resources and referrals, health education, and family support, we provide the knowledge and tools needed to move our families forward and help their children succeed.

Through our holistic home visiting model, families are able to address their individual needs. And it's working! In 2018, 87% of our children entering kindergarten were deemed ready for school. What's more, we now see former Way to Grow children thriving in college and changing the future for the next generation. Every day we work to strengthen our community. You can too.

Sponsoring Our Work

When you give to Way to Grow, your financial support has an immediate and direct benefit, empowering parents and children and strengthening the future vitality of our entire community.

The 2019 Shine Celebration marks our 30th Anniversary and is a great way to impact the lives of our families. Our event draws 400 or more individuals and is an exceptional opportunity to raise visibility for your business, as well as network with other individuals and organizations who share your same vision. Sponsorship is more than a check, it is an investment in the future.

The Value of Sponsorship

"Way to Grow reaches families and young children who face so many challenges, and year in and year out ensures that more than 85% are ready for school. That compares to a 50% average for all children living in poverty, and will change the lives of the children we reach forever. Way to Grow is a great investment—not only in our cities' children, but also in the long-term health of the community. Doug and I are proud to be long-time supporters."

— Julie Baker, Board Member

"I support Way To Grow because its mission is well-defined and highly achievable, yielding an impressive return on investment. When thousands of struggling families are given the resources and encouragement to get their children on track for success in school, the impact on them and the community is profound."

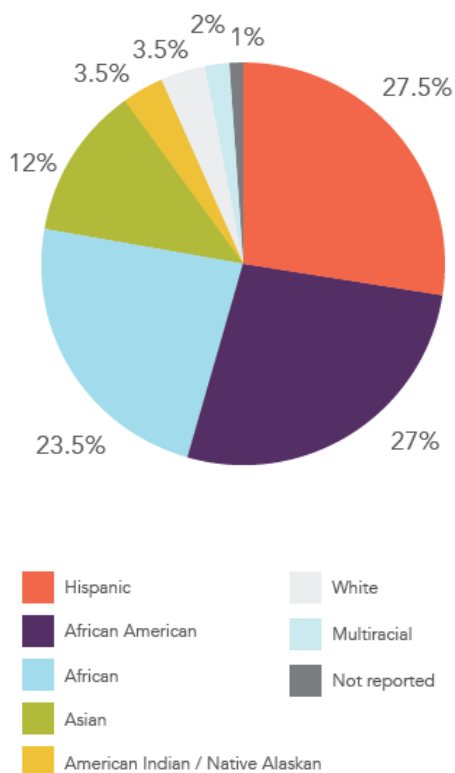
— Laurie Eibensteiner, Supporter

Carolyn Smallwood
Chief Executive Officer

Way to Grow
201 Irving Avenue North
Suite 100
Minneapolis, MN 55405

TEL 612.874.4740
waytogrow.org

Building Bridges



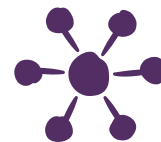
Our Work in 2018



10,431
home visits



2,414
clients served



1,981
resource referrals

**HEALTH
EDUCATION**



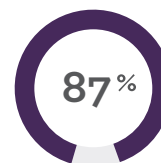
of newborns born at or above healthy birth weight

**TEEN
PARENTING**

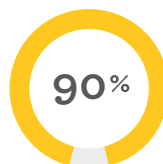


of parenting teens without a repeat pregnancy

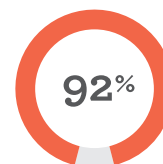
**EARLY
CHILDHOOD**



of Way to Grow children prepared for kindergarten



ELEMENTARY
of K-3 students demonstrated growth in reading level assessments



**PARENT
ENGAGEMENT**
of parents attended at least one parent-teacher conference



Meet Ju'Nya, Age 5

Being one in a big family, Ju'Nya is not afraid to stand out, give you a hug, and show you what she is learning. Her pride in this knowledge is due in large part to the values her parents, Regina and Ju'Vane, instill in her and her siblings.

"Education is very important to us," says Ju'Nya's father Ju'Vane. "I wish someone had pushed me to do better, and we want to make sure our children have a better future and more opportunities than we had growing up."

Described as risk-taking and curious, Ju'Nya's interests are boundless, and she has become a well-rounded student by immersing herself in every subject. Learning best through visuals and repetition, she takes joy in reading and games. What's more, coming from a long line of Way to Grow alumni, Ju'Nya has not had any difficulties in school. "Her siblings would come home and teach her, and now she is coming home from school and teaching her siblings. She is a compassionate and motherly girl," says Carmen Turner, her Way to Grow Family Educator.

There's a saying about seeing the world through the eyes of a child. If you were to see the world through Ju'Nya's eyes, you would see a world of possibilities and challenges that she is ready to take on. We cannot wait to see what the future holds for her. You go girl!

2019 Way to Grow Shine Celebration

Sponsorship Opportunities

Shine Sponsor **\$25,000**

- Featured on website and social media
- Multi-media recognition throughout event
- Recognition from the podium
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Recognition in e-newsletter
- Logo placement and link on event web page
- Reserved priority seating

Legacy Sponsor **\$15,000**

- Multi-media recognition throughout event
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Recognition in e-newsletter
- Logo placement and link on event web page
- Reserved priority seating

Platinum Sponsor **\$10,000**

- Multi-media recognition throughout event
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Logo placement and link on event web page
- Reserved priority seating

Gold Sponsor **\$5,000**

- Multi-media recognition throughout the event
- Logo placement on event invitations
- Logo placement on event web page
- Reserved priority seating

Silver (Table) Sponsor* **\$2,500**

- Multi-media recognition throughout the event
- Listed in program
- Reserved seating for 10

Bronze Sponsor **\$500**

- Multi-media recognition throughout event
- Two tickets to the Shine Celebration

Match Sponsor[†]

- Multi-media recognition throughout the event
- Recognition in PR materials and event advertising
- Logo placement on event web page
- Reserved priority seating

Contact us:

For more information, to become a sponsor, or to purchase a table, contact Melissa Meyer at 612.874.4740 or mmeyer@mplswaytogrow.org.

* Tables are seated in rounds of 10. Sponsors can purchase additional tickets at \$200 per person.

† Match Sponsors agree to match money raised during the Fund-A-Need portion of the event. Specific match amount is up to the donor.

“

It takes a village to raise a child. Way to Grow is part of that village.

”

Chuck Doughty,
Way to Grow Parent

Sponsorship Form

Sponsor Name: _____

(List as you would like it to appear on any promotional materials.)

Shine Sponsorship Level:

- Shine Sponsor \$25,000
- Legacy Sponsor \$15,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver (Table) Sponsor \$2,500 Number of tables: _____
- Bronze Sponsor \$500
- Match Sponsor \$ _____
- Other Amount \$ _____

Sponsor Contact Information:

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____



Register online at
waytogrow.org/events
or mail this form and your
contribution to:

Way to Grow
201 Irving Avenue North
Suite 100
Minneapolis, MN 55405

For more information, contact:

Melissa Meyer
612.874.4740 or
mmeyer@mplswayatogrow.org

Payment Method:

- Check enclosed (payable to Way to Grow)
- Call for credit card information
- Send invoice to address above
- Charge to credit/debit card

Card Number: _____

Expiration (mm/yyyy): _____ Security Code: _____

Cardholder Name (as it appears on the card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____