

way to grow™

Shine Celebration

*2023 Sponsorship
Opportunities*

Way to Grow Shine Celebration
Friday, October 6
The Depot, Minneapolis
225 3rd Ave S, Minneapolis, MN 55401

Carolyn Smallwood
Chief Executive Officer

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

TEL 612.874.4740
waytogrow.org

The Situation

Minnesota is often viewed as a leader in education, but when measuring by race and socioeconomic status, the numbers tell a different story. Minnesota students of color and students at an economic disadvantage are more likely to leave high school without a diploma than their peers in almost every other state.

The opportunity gap is a serious issue. Our children are beginning school unprepared and left behind.

Way to Grow's Story

Way to Grow has been a leading model for early education for over three decades, touching the lives of more than 66,000 parents and children. Our mission continues as we work closely with parents and communities, ensuring that children are born healthy, stay healthy, and are prepared for school. Meeting families in their homes or online, our holistic home visiting model strengthens families through resource referrals, parent education, health and wellness education, early childhood and elementary education, and teen parenting support.

Research shows that high-quality early education is a proven indicator for an entire lifetime of academic success. **In 2022, 98% of our pre-k learners entered kindergarten on-track!**

Sponsoring Our Work

Way to Grow offers both an in-person and virtual home visiting program, Great by Eight, to remove barriers in reaching more families in Minneapolis, Brooklyn Park, Brooklyn Center, and surrounding suburbs. With your financial support, our Family Educators will connect with families throughout the Twin Cities, providing over 11,000 home visits during the year. **Your gift helps provide 700 families in our community with the tools, education, and support needed to thrive.**

Sponsorship is more than a check — it's an investment in our shared future.

The Value of Sponsorship

When asked why she supports Way to Grow, Laura Bohlander, a Way to Grow Board Member explains, "I love that Way to Grow Family Educators meet regularly with families in their homes and help parents create an environment for learning over the course of several years, extending into third grade. This is life-changing for so many families. I also know that Way to Grow is fiscally responsible with every dollar under CEO Carolyn Smallwood's determined leadership."

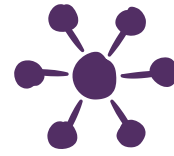
Our Work in 2022



11,368
home visits

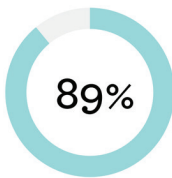


1,850
clients served



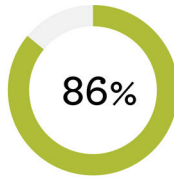
1,362
resource referrals

HEALTH EDUCATION



of newborns born
at or above healthy
birth weight

TEEN PARENTING



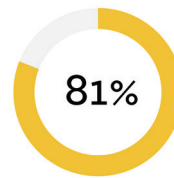
of parenting
teens without a
repeat pregnancy

EARLY CHILDHOOD



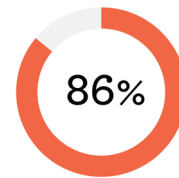
of Way to Grow
children prepared
for kindergarten

ELEMENTARY



of K-3 students
demonstrated
growth in reading
level assessments

PARENT ENGAGEMENT



of parents attended
one or more parent-
teacher conference



Meet Destiny, Age 5

With a special love of painting pictures and reciting pages from her favorite book, *Chrysanthemum*, Destiny is bright, talented, and determined to be a leader.

Destiny's journey with Way to Grow began when she was just two years old, pointing out the Way to Grow Preschool Pals bus each time it drove past her Minneapolis home. After a bit of research, Sharla and Destiny began attending Play to Grow groups with other Way to Grow families.

"Both Destiny and Sharla would attend nearly every week," remembers Mr. Tony, Destiny and Sharla's Family Educator. "Over time, Destiny became more confident in herself and started to join in small group activities."

When Destiny graduated from Way to Grow's Preschool Pals in 2022, she was ready to start her next big adventure. Adjusting to kindergarten at a brand new school was difficult at first, but Mr. Tony was there to offer support and answer questions for every step of the process.

Sharla explains that Tony is always checking in with her family to offer resources and support: "It's never overwhelming," says Sharla. "He's always warm – it's comfortable, genuine support."

These days, Destiny is excelling in her studies at KIPP Academy. When Destiny isn't in school, she's probably playing with her turtles, Bobby and Steve, having snacks at the YMCA, or leapfrogging across your local library. When she grows up, Destiny wants to be an artist—and, with determination like hers, anything is possible!

2023 Way to Grow Shine Celebration Event

Sponsorship Opportunities

Shine Sponsor **\$25,000**

- Featured on website and social media
- Multi-media recognition throughout event
- Verbal recognition during 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

Legacy Sponsor **\$15,000**

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

Gold Sponsor **\$5,000**

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

Silver (Table) Sponsor **\$3,000**

- Multi-media recognition throughout the event
- Listing on event website
- Reserved seating for 10 guests

Bronze Sponsor **\$600**

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

Match Sponsor*

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

Contact us:

For sponsorship questions, please contact
Melissa Meyer at mmeyer@mplsawaytogrow.org or
612.874.4740 x107.

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

“

**Education is important because
without it, people will treat you
like you are invisible. I do not
want that for my children.**

”

Lauren, 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 \$3,000
- ☐ Bronze Sponsor \$600
- ☐ Match Sponsor \$ _____
- ☐ Other Amount \$ _____

Sponsor Contact Information:

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____



Register online at
waytogrow.org/shine 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
mmeyer@mpls.waytogrow.org
612.874.4740 x107

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: _____