

way to grow™

Shine Celebration

35TH ANNIVERSARY

*2024 Sponsorship
Opportunities*

Way to Grow Shine Celebration
Friday, October 4

The Depot, Minneapolis

**Celebrating
35 years of
community
legacy in
action!**

Carolyn Smallwood
Chief Executive Officer

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Minneapolis, MN 55405

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waytogrow.org

Way to Grow's Story

For over three decades, Way to Grow has been a leading model for early education, touching the lives of more than 66,000 parents and children. **This year, we are celebrating our 35th anniversary by honoring the progress we have made and looking forward to the work still to come.**

Our mission continues as we work closely with parents and communities, ensuring 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 high-quality early education is a proven indicator for an entire lifetime of academic success. **In 2023, 89% of our pre-k learners entered kindergarten on-track!**

Why We Do What We Do

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. For 35 years, Way to Grow has worked to bridge this gap and help generations of Twin Cities' families thrive.

Sponsoring Our Work

Way to Grow's Great By Eight program offers both in-person and virtual home visiting opportunities, removing barriers and reaching more families in Minneapolis, Brooklyn Park, Brooklyn Center, and surrounding suburbs. With your financial support, our Family Educators connect with families throughout the Twin Cities and provide over 14,000 home visits each year. **Your gift ensures 750 families in our community get the tools, education, and support they need to thrive.**

Sponsorship is more than a check — it's an investment in our shared future. As we look toward the next 35 years, we hope we can count on you to help build a brighter tomorrow for all!

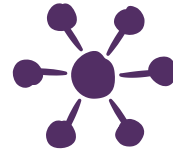
Our Work in 2023



13,303
home visits



2,055
clients served



2,276
resource referrals

HEALTH EDUCATION



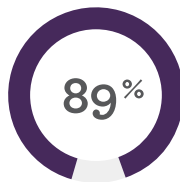
of newborns born at or above healthy birth weight

TEEN PARENTING



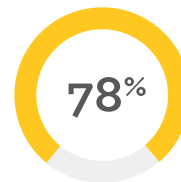
of parenting teens without a repeat pregnancy

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!

2024 Way to Grow Shine Celebration Event

Sponsorship Opportunities



Anniversary Sponsor **\$35,000**

- Half-page featured program acknowledgment
- Featured sponsor signage at event
- Multi-media recognition throughout event
- Logo placement on event invitations
- Logo placement on event web page
- Recognition in event communications and advertising
- Reserved priority seating for 20 guests (2 Tables)

Shine Sponsor **\$25,000**

- Sponsor listing in program and signage
- Multi-media recognition throughout event
- Logo placement on event invitations
- Logo placement on event web page
- Recognition in event communications and advertising
- Reserved priority seating for 20 guests (2 Tables)

Legacy Sponsor **\$15,000**

- Sponsor listing in program & signage
- Multi-media recognition throughout event
- Logo placement on event invitations
- Logo placement on event web page
- Recognition in event communications
- Reserved priority seating for 20 guests (2 Tables)

Platinum Sponsor **\$10,000**

- Sponsor listing in program & signage
- Logo placement on event invitations
- Logo placement on event web page
- Recognition in event communications
- Reserved priority seating for 20 guests (2 Tables)

Contact us:

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

Gold Sponsor **\$5,000**

- Sponsor listing in program & signage
- Multi-media recognition during event
- Logo placement on digital event invitations
- Logo placement on event web page
- Recognition in event communications
- Priority seating for 10 guests (1 Table)

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

- Multi-media recognition during event
- Logo placement on event web page
- Recognition in event communications
- Reserved seating for 10 guests (1 Table)

Bronze Sponsor **\$600**

- Digital recognition during event
- Two tickets to event

Match Sponsor*

- Multi-media acknowledgement during event
- Verbal recognition during Fund-a-Need
- Logo placement on event web page
- Recognition in event communications (by request)
- Reserved priority seating

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

Sponsorship Form

Sponsor Name: _____

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

Shine Sponsorship Level:

- Anniversary Sponsor \$35,000
- 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@mplswayatogrow.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: _____