

way to grow™

Shine Celebration

*2025 Sponsorship
Opportunities*

Way to Grow Shine Celebration
Friday, October 3, 2025

The Depot, Minneapolis
225 3rd Ave S, Minneapolis, MN 55401

waytogrow.org/shine

Coco Du
Chief Executive Officer

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

TEL 612.874.4740
waytogrow.org

The Situation

Despite decades of investment, persistent gaps in early childhood education and family well-being remain—particularly when measuring for race and income. Research confirms that the first eight years of life are critical to a child's development, with long-term consequences for health, education, and lifetime economic opportunity.

Way to Grow was established to address these gaps by reaching families where they are, both literally and figuratively. Our model is rooted in trusted relationships, customized and culturally relevant home visits, and tailored support for the whole family. All this is designed to foster healthy developmental and academic outcomes for families from prenatal stages through third grade.

Way to Grow's Story

Way to Grow is a nonprofit working to close early learning and health disparities for children and families living in under-resourced areas. Since 1989, we have delivered high-impact, multi-generational support through intensive home visiting and holistic programming. Our mission is simple yet powerful: ensure children are born healthy, stay healthy, and are ready to succeed in school and life.

Through culturally responsive, evidence-based interventions, Way to Grow equips families with the knowledge, tools, and resources needed to break the cycle of poverty. This year, we project serving over 800 families (2,400 parents and children). Every day, our critical work increases family stability and well-being, school readiness, grade-level reading, and parent engagement throughout the first eight years of life.

Sponsoring Our Work

Our signature program, Great by Eight, blends in-person and virtual home visits, allowing us to reach more families in Minneapolis and the surrounding suburbs. With sustainable funding and strategic partnerships, we can continue scaling our work, innovating our model, and reaching more families across Minnesota. We invite you to join us in building that future.

By investing in Way to Grow, you are investing in a proven, high-impact home visiting model that improves school readiness, strengthens families, and closes education and opportunity gaps across the Twin Cities.

Sponsorship is more than a check—it's an investment in our shared future. Will you join us?

Our Work in 2024



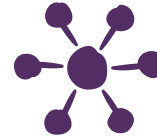
13,128

family visits
throughout the
Twin Cities Metro



2,178

clients served:
1,287 children + 891 adults



1,600

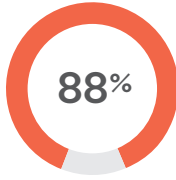
referrals
for additional
resources + services

HEALTH EDUCATION



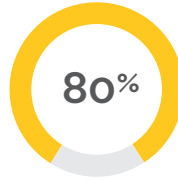
of newborns born
at or above healthy
birth weight*

EARLY CHILDHOOD



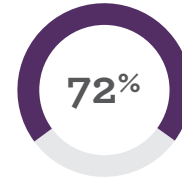
of Way to Grow
children prepared
for kindergarten**

ELEMENTARY EDUCATION

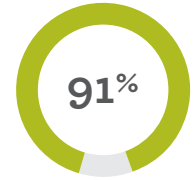


of K-3 students
demonstrated growth
in reading level
assessments**

PARENT ENGAGEMENT



of parents read to
their children 3x or
more per week**



of families attended
parent-teacher
conferences**

*Enrolled prior to 28 weeks
**2023-24 school year metric



Meet Maximo, Age 6

"Carismático, amoroso, respetuoso," proudly says Juana, mother of six-year-old Maximo, when asked to describe him in three words: charismatic, loving, and respectful. As he explores the Sculpture Garden, leading his family and photographer to the perfect spot, we think of one more: *líder*—a leader.

Maximo's love for learning is boundless. Whether speeding through his favorite *Elephant and Piggie* books or imagining himself as a chef, he dives in headfirst with joyous enthusiasm. "I'm amazed at how much Max knows," Juana says, "and I'm so grateful to Way to Grow."

His journey with Way to Grow began at just two years old during the pandemic. Though virtual visits were new to everyone, Maximo quickly adapted, eager to engage with his Family Educator, Eveline. "It was difficult at first, but he learned to pay attention, use technology, and learned a lot," Juana reflects. "Now, whenever we visit with Eveline, Max is ready to go!"

When Maximo started preschool, his teachers were impressed by how much he already knew—but his intelligence came as no surprise to his family or Eveline. On a recent college field trip with his older sister, Maximo was the first to confidently raise his hand to ask thoughtful questions. "He's already asking when we'll visit another college!" Juana beams.

Though Maximo has a few years before stepping onto a college campus, his confidence shines through. "I am important," he declares without hesitation, and we couldn't agree more. Yes, Maximo—you are important, and with so many cheering you on, your incredible future is just beginning.

2025 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 event advertising
- Recognition in e-newsletter
- Logo placement and link on event website
- Reserved priority seating

Legacy Sponsor **\$15,000**

- Multi-media recognition throughout event
- Verbal recognition during event
- Logo placement on event invitations
- Recognition in event advertising
- Recognition in e-newsletter
- Logo placement and link on event website
- Reserved priority seating

Platinum Sponsor **\$10,000**

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

Silver Sponsor **\$3,000**

- Multi-media recognition throughout the event
- Listing on event website
- Reserved seating for 10 guests (one table)

Sterling Sponsor **\$1,500**

- Multi-media recognition throughout event
- Reserved seating for 5 guests

Bronze Sponsor **\$750**

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

Interested in a Match Sponsorship? We need match sponsors during the Fund-A-Need portion of the event. If interested, contact Melissa Meyer.

Contact us:

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

“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 Sponsor \$3,000
- ☐ Sterling Sponsor \$1,500
- ☐ Bronze Sponsor \$750
- ☐ 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
Vice President of Development
mmeyer@mplsawaytogrow.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: _____