



## SPONSORSHIP OPPORTUNITIES

# RAISING EVERY CHILD

**JOIN US TO HELP MAKE PRE-K A PRIORITY FOR ALL.**

**April 22-23, 2020**

Winston-Salem, North Carolina

**PAST HOST COMMITTEE MEMBERS:**

Gayle Anderson	Nancy Dunn	Sam Mills
Zanne Baker	Caren Grice	Drewry Nostitz
Phil Batten	Nancy Hawley	Dave Plyler
Shelby Chaden	Mary Jamis	Anna Marie Smith
Dean Clifford	Kevin Kampman	Charles Turner, MD
Woody Clinard	Tom Koontz, MD	Laura Turner
Florence Corpening	J. Walter McDowell	Gloria Ysasi-Diaz



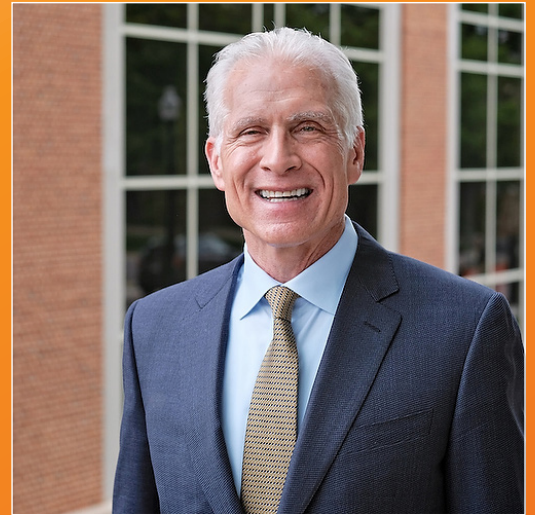
*A Community of Solutions*

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**RAISING  
EVERY CHILD**



**WITH MASTER OF CEREMONIES  
DON FLOW**



## **COMMUNITY CHANGE IS DEPENDENT UPON COMMUNITY ENGAGEMENT.**

You recognize the importance of addressing Forsyth County's most pressing needs while expanding our collective ability to create a more sustainable community and a better future for all of us. Raising Every Child addresses the opportunity gap in Forsyth County and provides a forum for community champions to come together and affirm their commitment to make Forsyth County the best place in North Carolina for families with young children. By sponsoring the annual Raising Every Child champions event, you will help ensure that Forsyth County has the resources needed to make childhood well-being the rival of any city in the country.

**FAMILY SERVICES INVITES YOU  
TO BECOME A CHAMPION  
FOR OUR CHILDREN BY  
BECOMING A SPONSOR.**

**APRIL 22-23, 2020**

- **INVITATION-ONLY VIP RECEPTION**  
– APRIL 22
- **INVITATION-ONLY COMMUNITY LEADERS CONVERSATION**  
– APRIL 23, 8:30 A.M. TO 10:30 A.M.
- **BENEFIT LUNCHEON**  
– APRIL 23, BENTON CONVENTION CENTER – 11:30 A.M. - 1 P.M.

## **DELIVERING ON A PROMISE**

### **JUNE 2014**

A group of local early childhood professionals comes together to form the Universal Pre-K Steering Committee to explore how to improve the quality and expand the capacity for four-year-olds in Forsyth County.

### **MARCH 2015**

Universal Pre-K Initiative Steering Committee convenes a forum for professionals involved in early childhood education work to discuss the factors that need to be considered in creating a quality Universal Pre-K System.

### **MAY 2015**

Harvard University study finds that Forsyth County is among the worst counties in the U.S. for helping poor children escape poverty.

### **OCTOBER 2016**

Robert Putnam presents his groundbreaking research on the “opportunity gap” and begins a community conversation.

The Universal Pre-K Initiative position paper is published and shared with the community.

### **MARCH 2017**

Billionaire philanthropist George Kaiser speaks to local leaders about how Oklahoma introduced Universal Pre-K.

### **JULY 2017**

Kate B. Reynolds Charitable Trust grants funds to Family Services to hire a coordinator to aid the work of the Universal Pre-K Steering committee.

Workgroups form and make a plan.

### **OCTOBER 2017**

Geoffrey Canada of the Harlem Children’s Zone in Harlem, NY, teaches us that “what happens by age 5 lasts a lifetime.”

### **JUNE 2018**

Community listening sessions are held at various locations to better understand the perception of Pre-K.

### **OCTOBER 2018**

The Universal Pre-K Steering Committee names its effort The Pre-K Priority and launches the PreKPriority.org landing page.

### **NOVEMBER 2018**

Kate B. Reynolds Charitable Trust grants funds to Family Services for community-wide advocacy awareness campaign to launch in fall 2019.

### **APRIL 2019**

Pre-K Priority reports its findings and recommendations in “Building the Foundation for the Future of Forsyth County.”

### **MAY 2019**

Third annual Raising Every Child benefit luncheon and community conversation with Dr. Ken Dodge.

### **SEPTEMBER 2019**

Public awareness and advocacy campaign on the community-wide, long term benefits for child, family and community.

- *Will the promise be fulfilled?*



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### **ROBERT D. PUTNAM**

Harvard Professor of Public Policy (retired)

- Johan Skytte Prize in Political Science winner (2006)
- National Humanities Medal recipient (2012)
- Awarded the Karl Deutsch Award by the International Political Science Association (2018)
- Co-Founder of the Saguaro Seminar
- A Corresponding Fellow of the British Academy
- The London *Sunday Times* called him “the most influential academic in the world today.”

# The Upswing

A long-time friend to Winston-Salem, Dr. Robert Putnam captivated Winston-Salem leaders several years ago with his groundbreaking study on the importance of social capital or “community connectedness,” which generated a local movement to strengthen neighborhoods through resource-sharing and community collaboration.

As a result, Putnam was asked to be the keynote speaker at the inaugural Raising Every Child Benefit Luncheon in 2016, where he presented his startling examination of the growing “opportunity gap” that is preventing communities like Winston-Salem/Forsyth County from flourishing. His address, “Our Kids: The American Dream in Crisis,” challenged community leaders to collaborate, innovate and work together in order to ensure that every child in Forsyth County has the opportunity to reach his or her full potential.

Putnam’s return visit to Winston-Salem underscores the belief that communities do, in fact, flourish when all children have access to opportunities that enable them to reach their full potential and contribute back to community life.

This year, Putnam will focus on the current state of America — deep and accelerating inequality; unprecedented political polarization; vitriolic public discourse; a fraying of social fabric; public and private narcissism.

While it may seem as if the only thing that Americans agree on is that this is the worst of times, Putnam says we’ve been here before, and we can turn the corner once more to become more cooperative, more generous; a society more focused on our responsibilities to one another and less focused on our narrower self-interest.



**RAISING  
EVERY CHILD**

# INAUGURAL RAISING EVERY CHILD CHAMPION



## JOE CROCKER, RETIRED DIRECTOR OF LOCAL IMPACT FOR KATE B. REYNOLDS CHARITABLE TRUST TO BE HONORED AS INAUGURAL RAISING EVERY CHILD CHAMPION

Family Services will name Joe Crocker, retired director of the Local Impact in Forsyth County program area for Kate B. Reynolds Charitable Trust, as the inaugural Raising Every Child Children's Champion for his long career serving the residents of Forsyth County and his dedication to making children's lives better.

Joe joined the KBR Trust team in 2010 to oversee local grantmaking, which focuses on improving the quality of life for Forsyth County residents with low incomes. During his tenure at the Trust, Joe was committed to improving safety net and education services locally while

also supporting the foundation as grantmaking evolved from a charitable model to goal-oriented investments. Since 2015, Joe has overseen the Trust's long-term special initiative Great Expectations to ensure Forsyth County's youngest children are ready for success in school and life by the time they finish Kindergarten.

"Joe's passion for and commitment to helping Forsyth County families is visible in all that he does," Trust President Dr. Laura Gerald said in a press release.

Well known for his extensive civic career across the Carolinas, Joe previously served as the director of

operations for the Z. Smith Reynolds Foundation, the assistant secretary for community development for the North Carolina Department of Commerce, senior vice president at Wachovia Corporation, and chairman of the board of trustees at Western Carolina University. Joe grew up in Kings Mountain, North Carolina, and graduated from Western Carolina University with a degree in business administration.

Joe was also instrumental in the launch of the Pre-K Priority, an initiative, convened by Family Services, to improve the number of affordable, high-quality Pre-K programs available to all four-year-olds in Forsyth County.

## PAST MEDIA PLACEMENT & COVERAGE

### Newspaper Advertisement

- 4 Half-page ads
- 1 Full-page ad
- 8 TV Week ads
- 2 Strip ads

### Digital Advertisement

40,000 banner ads on JournalNow.com

### Radio Exposure

WFDD ran sponsorship messages 72 times from March 25 - May 23 last year.

### Magazine Ads and Articles

- Forsyth Family Magazine
- Forsyth Women's Magazine
- Winston-Salem Monthly

### Newspaper Coverage

- Winston-Salem Journal
- Winston-Salem Chronicle

### Social Media

Event page and planned blitz featuring guest speaker and sponsors



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# FAMILY SERVICES INVITES YOU TO BECOME A CHAMPION FOR OUR CHILDREN BY BECOMING AN EARLY SPONSOR OF



**APRIL 22-23, 2020**

- **INVITATION-ONLY VIP RECEPTION**
- **INVITATION-ONLY COMMUNITY LEADERS CONVERSATION**  
– NOVANT HEALTH FORSYTH MEDICAL CENTER CONFERENCE CENTER – 8:30 A.M. TO 10:30 A.M.
- **BENEFIT LUNCHEON**  
– BENTON CONVENTION CENTER – 11:30 A.M. - 1 P.M.

## SPONSORSHIP OPPORTUNITIES

We anticipate an attendance of more than 800 advocates, educators, industry experts and business leaders who are committed to identifying and working on solutions that help children and families with young children reach their full potential.

All proceeds support Family Services and its initiatives and programs that ensure the safety, security and well-being of children and families in Forsyth County.

### **PRESENTING CHAMPION: \$25,000**

- Exclusive sponsor of benefit luncheon and remarks from the podium
- Sponsor of invitation-only VIP reception and welcome
- Include brand materials at events, full promotional presence in print, broadcast, digital communications, and direct mail
- 24 guests (3 tables of 8) at the luncheon
- 10 guests at the invitation-only VIP reception
- 10 guests attend the invitation-only Community Leaders Conversation
- Premier Seating at the luncheon

### **CATALYST CHAMPION: \$15,000**

- Exclusive sponsor of invitation-only Community Leaders Conversation and opening remarks
- Recognized as sponsor of invitation-only Community Leaders Conversation in luncheon program
- 16 guests (2 tables of 8) at the luncheon
- 7 guests at the invitation-only VIP reception
- 7 guests attend the invitation-only Community Leaders Conversation
- Premier Seating at the luncheon

### **UPLIFTING CHAMPION: \$10,000**

- Third-tier promotional presence in print, broadcast, and digital communications
- 16 guests (2 tables of 8) at the luncheon
- 5 guests at the invitation-only VIP reception
- 5 guests attend the invitation-only Community Leaders Conversation
- Premier Seating at the luncheon

### **PROMOTING CHAMPION: \$5,000**

- Third-tier promotional presence in print, broadcast, and digital communications
- 8 guests (1 table of 8) at the luncheon
- 3 guests at the invitation-only VIP reception
- 3 guests attend the invitation-only Community Leaders Conversation
- Preferential Seating at the luncheon

### **CONVENING CHAMPION: \$2,500**

- Acknowledgement in event program and agency website
- 8 guests (1 table of 8) at the luncheon
- 2 guest at the invitation-only VIP reception
- 2 guests attend the invitation-only Community Leaders Conversation
- Preferential Seating at the luncheon

### **FAMILY TABLE CHAMPION: \$1,000**

- Acknowledgement in event program and agency website
- 8 guests (1 table of 8) at the luncheon
- 1 guest at the invitation-only VIP reception

### **INDIVIDUAL COMMUNITY TICKET: \$75**

- Includes one ticket to the luncheon

### **MAKE YOUR SPONSORSHIP COMMITMENT TODAY**

Mail Sponsorship Form to:  
Office of Development  
Family Services  
1200 S. Broad Street  
Winston-Salem, NC 27101

Contact:  
Michelle Speas, CFRE  
Chief Development/Public Relations Officer  
mspeas@familyservicesforsyth.org  
336.722.8173

THANK YOU FOR SUPPORTING FAMILY SERVICES AND LOCAL CHILDREN AND FAMILIES.



# SPONSORSHIP COMMITMENT FORM

Name \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## SPONSORSHIP LEVEL

(Select One)

- PRESENTING CHAMPION:**  
**\$25,000**
- CATALYST CHAMPION:**  
**\$15,000**
- UPLIFTING CHAMPION:**  
**\$10,000**
- PROMOTING CHAMPION:**  
**\$5,000**
- CONVENING CHAMPION:**  
**\$2,500**
- FAMILY TABLE CHAMPION:**  
**\$1,000**
- INDIVIDUAL COMMUNITY TICKET:**  
**\$75**

How would you like to be listed:

I would like to donate \$\_\_\_\_\_ to benefit  
Family Services annual support of children and families.

### PAYMENT OPTIONS

- Please send an invoice
- Check enclosed
- Please charge to credit card
- Visa     MasterCard     American Express

Credit Card Number: \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV# \_\_\_\_\_ (3-digit code back of card)

Signature \_\_\_\_\_

ONLINE PAYMENT: [WWW.RAISINGEVERYCHILD.ORG](http://WWW.RAISINGEVERYCHILD.ORG)

### THANK YOU FOR SUPPORTING FAMILY SERVICES AND CHILDREN AND FAMILIES IN FORSYTH COUNTY.

For more information or questions, please contact Lucia Higgins at [Lhiggins@FamilyServicesForsyth.org](mailto:Lhiggins@FamilyServicesForsyth.org) or 336.722.8173, ext. 1014.

Please return by mail to:  
Lucia Higgins,  
Family Services  
1200 S. Broad Street,  
Winston-Salem, NC 27101  
or send by Email to [Lhiggins@FamilyServicesForsyth.org](mailto:Lhiggins@FamilyServicesForsyth.org)



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# PREVIOUS SPEAKERS 2016-2019



"We cannot afford to throw away nearly one third of our smartest kids just because they happen to have parents who make less income – if the bright kids from the low socioeconomic (communities) did get the right support or education, they would be helping the whole community grow."

**ROBERT D. PUTNAM**

Harvard Professor of Public Policy  
Raising Every Child  
Speaker 2016



"I was blessed to be born in an advanced society with caring parents. So I had the advantage of both genetics (winning the 'ovarian lottery') and upbringing. As I looked around at those who did not have these advantages, it became clear to me that I had a moral obligation to direct my resources to help right that balance."

**GEORGE KAISER**

Billionaire philanthropist  
Raising Every Child  
Event Speaker 2017



"If you're born into poverty, and you're in the third grade, you're already two years behind. Science has proven that this can be turned around with early development, education, and school readiness. The work is complex. We have to roll up our sleeves and get in for the long haul."

**GEOFFREY CANADA**

Founder, Harlem Children's Zone  
Raising Every Child  
Speaker 2017



"The findings are clear: The more funding that North Carolina invests for NC Pre-K, the better children will fare as they get older."

**KENNETH A. DODGE**

Pritzker Professor of Public Policy and Psychology and Neuroscience at Duke University  
Raising Every Child  
Speaker 2019



Family Services, 1200 S. Broad Street, Winston-Salem, NC 27101

[FamilyServicesForsyth.org](http://FamilyServicesForsyth.org)