

Dear Community Business Member,

Many generous individuals along with local and regional businesses helped us through the 2017-18 school year in serving the needs of extreme poverty and homeless teens throughout Siskiyou, Shasta and Tehama counties. Along with ongoing requests for specific student needs sent to us by High School counselors, principals and administration staff, we regularly receive notes from them affirming the impact that the purchase and supply of clothing items, personal hygiene supplies, bus passes and multiple other necessities are having on the hope, resilience and outlook of the students who receive them.



In one of our meetings with the principals from Shasta County High Schools we considered the growing needs of the students which had been multiplied as a result of the devastating fires last summer. The principals from Shasta, Enterprise and Foothill High School suggested collaborating on an annual 5k-10k fundraising run to help create the revenue we need to sustain current resource levels and enlarge the Solutions for Youth program.

We are excited to present this opportunity and ask you to join us by sponsoring at any one of 5 levels for our May 11th, 2019, "Bright Future Fun Run." This will be a USATF Certified run, so it will draw runners from a large region of northern California. With the engagement of High School ASB groups, student athletes, parents and staff, we anticipate this being a significant community event and a great way to fund the needs of homeless and extreme poverty youth through the 2019-2020 school year.

The issue of adult homelessness is in the local news almost every day, and other agencies and groups are trying to figure out those complex problems. What your partnership with Solutions for Youth addresses is the future of our community. We found that 35% of the adults who are currently homeless had experienced homelessness as children. The teens we serve are couch-surfing, living with unrelated adults in local motels or low-income housing, in a car or out in the elements, or living with family members in extreme poverty where they are in daily risk of losing their current arrangements for shelter and safety. Remarkably, these students are actively enrolled in High School, wearing the same clothes for days at a time and often excluded from participating in academic, athletic and social opportunities enjoyed by their peers. These kids are heroes to us, and we are committed to ease the stresses they face by supplying tangible resources, giving them the hope and encouragement they need to not give up.

Please join us in creating that hope by sponsoring and/or participating in the Bright Future Fun Run. Together, we can make a difference in the lives of these students and through that difference, invest in the future of our community.

Sincerely,

Mike Logan
Executive Director –
Children First Foster Family Agency & Solutions for Youth Fund



Why Sponsor?

Your donations make a difference in the lives of extreme poverty and homeless High School students

In the 2017-18 school year, we helped 245 students with clothing, underwear, personal hygiene supplies, bus passes, testing fees, assistance in participating in sports, cheer camp, career workshops and much more. We spent nearly \$27,000 purchasing items after the students had been identified and the needs vetted by High School education and administration staff.

Join an already committed and invested group of supporters

Past supporters include: Cornerstone Community Bank, Banner Bank, PJ Helicopters, Starbucks, Sierra Pacific, Shasta Regional Community Women's Fund, KIXE Public Television, KRCR Channel 7, Brookdale Senior Living, and the Supreme Emblem Club.

Demographics:

Our events are decidedly advertiser friendly; attracting children, teens, adults and seniors. With our close collaboration with High Schools throughout a 3-county region we attract educators, parents and High School teens.

Promotional Power:

Children First Foster Family Agency has an outstanding 20+ year reputation of caring for the needs of at-risk children in this region. The Bright Future Fun Run will be promoted through social and print media throughout a large Foster Parent community. Additionally, each of Shasta County's 3 largest High Schools will be promoting the event through mailings and social media to the collective thousands of students, parents and staff associated with each campus.

Forms of Exposure:

Television, radio, and printed media coverage of your business is presented to our community honoring the impact that your donation makes.

Have your company shine:

As compassionate organization that invests in the future of our community by giving towards the current day-to-day needs of at-risk youth.



Bright Future Fun Run

“Running for Solutions to help homeless and poverty level High School students”

Promotional concept: Creating a future for at-risk high school students that is so bright, they have to wear sunglasses!



Date: Saturday May 11, 2019 8:00 am race check-in; 9:00 am start time

Course: USATF Certified 5k and 10k - Sacramento River trail – start/finish at the Sundial Bridge

Solutions for Youth Fund – Program goals:

To supply the essential day to day needs of homeless students and those at risk of homelessness who are currently enrolled in area High Schools. Too often these students stand out for the wrong reasons (wearing the same clothes every day... unable to participate in the things that other students are doing in athletic, social and academic activities). Additionally, these students face the internal factors of discouragement stemming from not having a place to shower or the pressure of unseemly expectations from those who have offered them a place to stay. Our goal is that through the tangible supply of hygiene items, a prom dress, a winter coat, packages of underwear or paying for a membership at a local gym where they can shower, we can offer them hope and the knowledge that they are not alone as they face these external and internal challenges. We are currently working to supply these needs in concert with 9 High Schools in northern California from Red Bluff to Yreka.

Program Process:

The Solutions for Youth Fund (SYF) was organized and initially funded by Children First Foster Family Agency. We coordinate with High School administration and guidance counselors who identify students, vet their needs for clothing, bus passes, or fees for involvement in extracurricular sports or academic programs. They relay specific requests to SYF administration, we shop for the items and deliver them to the school; keeping the student’s identity confidential.

This Fundraiser:

The 5K-10K run was the idea of Principals from **Shasta High School, Foothill High School and Enterprise High School**. They are participating in the planning of this event, mobilizing their ASB groups and recruiting parents and students across all three campuses to support and participate in this fundraiser.

Sponsorship Levels:

Level:	Name/Logo on trail markers	Name/Logo on all printed media	Name/logo on Social Media outreach	Name mentioned in TV/Radio ads	Public mention at pre and post-race gathering	Name/logo on start/finish banner	Sponsor Amount:
Youth Empowered							\$5,000
Youth Excelling							\$2,500
Youth Promise							\$1,000
Youth Fast-Track							\$500
Youth Aspiring							\$200

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Children First FFA/Solutions for Youth Fund is a not-for-profit 501(c)(3) organization. Your donation is tax deductible as allowed under the law. Tax I. D. #91-2022127

Sponsor Information

Thank you so much for selecting a sponsor level and joining us in this important effort to secure the lives of homeless and at-risk students in our community!

Please complete the form below so we can correctly identify you or your organization in our race promotions and advertising.

Name (Individual or Organization)

Chosen Sponsorship Level:

- Aspiring \$200
- Fast Track \$500
- Promise \$1,000
- Excelling \$2,500
- Empowered \$5,000

Contact person: _____

Position: _____

Email: _____ **Phone:** _____

Address: _____

Form of donation:

- Check # _____ Amount: _____
- Credit Card (processed through website)

Receipt of Donation for the Solutions for Youth Fund – Bright Future Fun Run

From: _____ **Amount:** _____

Check # _____ **Date:** _____

Received By: _____