



# THE EVER FORWARD CLUB

[www.everforwardclub.org](http://www.everforwardclub.org)

1714 Franklin Street #100-337 Oakland, CA 94612

• Tel 510-854-6794

*Building Character. Transforming Lives.*

Dear Valued Community Partner,

01/16/2020

My name is Ashanti Branch and I am the Founder and Executive Director of The Ever Forward Club. I want to thank you for your interest in supporting our fundraising campaign for the **16<sup>th</sup> Annual 24-Hour Relay Challenge**. **#EFC24Hour**. We are very excited at the possibility of you providing a donation for our raffle that will raise funds for our programs and our expansion plans to support even more students.

The Ever Forward Club began in 2004 at San Lorenzo High School and became the largest, most active club ever created there. Today, the Ever Forward Club has extended club memberships to several middle schools and high schools throughout the Bay Area. The Annual Memorial Day 24-Hour Relay Challenge is designed to celebrate youth and adults working together and to emphasize the importance of teamwork while providing participants the opportunity to interact in a safe, fun, well-supervised environment that is free of alcohol, tobacco, and drugs. Now nearly 15 years later the Ever Forward Club has had some amazing success:

- As of 2017, there is a 100% high school graduation rate of the Ever Forward Club students who commit to being a part of our club by attending weekly meetings and participating in events;
- 93% of those high school graduates are now "first-generation" college students. These Ever Forward Club students are the first in their families to attend college, but now they won't be the last!

The mission of The Ever Forward Club is to create communities of students throughout Alameda County, who set and achieve their personal goals inside and outside the classroom. The 24-Hour Relay Challenge relies on donations and support from individuals, merchants, and businesses in our community. With your support and partnership, the numbers of "first generation" high school and college graduates will keep expanding – through The Ever Forward Club!

The Ever Forward Club is a 501(c)3 nonprofit organization, so your donations are 100% tax deductible. In recognition of your donation, your business or name will be featured in our relay program book that will be distributed to more than 500 families prior to and at the relay event and/or with PSA announcements throughout the 24 hour Relay Event, which will be held on Memorial Day weekend, **May 23-24, 2020 at Oakland Technical High School**.

The Club and the 16<sup>th</sup> Annual 24-Hour Relay Challenge would also be delighted to accept "in-kind" supplies/materials to support this seriously cool event ("in-kind" donations are tax deductible as well – we'll even come to you to pick up donations!) Please check out the Ever Forward Club website – [www.everforwardclub.org](http://www.everforwardclub.org) - to read more of our story and if you have any questions, comments, thoughts or just good wishes, don't hesitate to contact Ashanti Branch, M.Ed., Founder/Director of The Ever Forward Club at: 510-854-6794 or [everforwardclub@gmail.com](mailto:everforwardclub@gmail.com).

Thank you for your consideration in sponsoring the 16th Annual 24 Hour Relay. We truly appreciate your support.

Ever Forward,  
Ashanti Branch, M.Ed.  
Founder/Director, The Ever Forward Club & the 16th Annual 24 Hour Relay Challenge

**Ever Forward - Siempre Adelante is a 501(c)3 nonprofit organization – Federal Tax I.D. #: 06-1750500**

# THE EVER FORWARD CLUB

## 16th Annual 24-Hour Relay Challenge

**WHAT:** The Ever Forward Club Annual 24-Hour Relay Challenge is a community celebration that builds and strengthens partnerships and creates an atmosphere of togetherness and support for both youth and adults to improve their communities.

**WHO:** Everyone in the community is welcome to participate - residents, schools, businesses, and other organizations.

**WHEN:** Saturday, **May 23, 2020 @ 10 a.m.** through Sunday, **May 24, 2020 @ 10 a.m.** (Memorial Day weekend)

**WHERE:** **Oakland Technical High School / 4351 Broadway, Oakland CA 94609**

**WHY:** To give students a chance to give back to their community while having 24 hours of FUN in an environment that is safe and alcohol, tobacco and drug free. To build and strengthen community connections, promote civic responsibility by engaging youth and adults in ongoing leadership and service opportunities, and empower the members of the community to address and support community challenges in a friendly and collaborative way.

**HOW DOES THE EVENT WORK?** The 24 Hour Relay Challenge has become a Memorial Day tradition in the Bay Area. Youth and adults from varied backgrounds form teams of 10 people. Each team member walks or runs a mile in a predetermined order, then passes the baton to a teammate in a cycle that repeats continuously for 24 hours. For the entire 24 hours of the Relay, there will be a community slumber party/camp-out, with continuous entertainment, food, and camping - participants will have a chance to meet other students and adults in a safe and alcohol, tobacco, and drug free setting while having the most exciting 24 hours imaginable! Volunteers provide support with an array of food, a diverse slate of activities and entertainment, and health and security services. And the whole community is invited to share in the celebration!

### HOW CAN I HELP?

- **Sponsor the Event**
- **Support the Event with "in-kind" donations**
- **Volunteer your time**
- **Come out to cheer for the Teams (Saturday, May 23, 2020 from 9am – 8pm)**

**WHERE DOES THE MONEY GO?** The Ever Forward 24-Hour Relay Challenge is a community supported fundraising project that will benefit youth involvement programs at all Ever Forward Club locations in the Bay Area and has become a Memorial Day tradition. All proceeds raised by the 24-Hour Relay Challenge will fund The Ever Forward Club, whose mission is to create communities of students who are setting and achieving their personal goals through personal, academic and community development.

### Will you accept the challenge?

**Chal-lenge (chalenj) n.**

1. *The quality of requiring full use of one's abilities*

# 16TH ANNUAL 24-HOUR RELAY CHALLENGE

## WHY SPONSOR?

Approaching sixteen years ago The Ever Forward Club at San Lorenzo High School realized that there were many concerns about the welfare of youth in the Bay Area.

- Teens had little or no positive adult role models and often felt disconnected from the community.
- A recent Healthy Kids survey of Bay Area youth reported that only 15% of students felt a community connection and less than 30% felt that adults cared about teens.

The Ever Forward Club's 24-Hour Relay Challenge was created to make a positive difference between teens and their community.

## WHY BE A RELAY SPONSOR?

- As a sponsor of the Relay, your business/organization says to the East Bay community and to teens that you care about Bay Area youth and their future!
- An opportunity is created for your participation that places you as part of the healthy solution for youth concerns.

## BENEFITS OF BEING A RELAY SPONSOR...

- Recognition by the community as a business/organization that cares about youth!
- Acknowledgement in Relay publications, advertisements and announcements – reaching thousands of Bay Area residents.
- Opportunities for youth to know your business/organization
- Direct exposure to over 500 participants, volunteers and guests!

## HOW CAN YOU HELP?

It will take over \$15,000 to support EFC's 24-Hour Relay Challenge. City, school and community sponsors make this event happen for our youth. We NEED your help!



## SUPPORT THE RELAY BY...

- Financial contributions that offset some of the costs.
- In-kind donations, including prizes and food items.
- Support services, such as providing and hosting a meal during the event, and volunteer hours.
- Sponsoring a particular aspect of the event – entertainment stage, food or First Aid tent or a special activity.

## MORE INFO CONTACT.

Vanessa Cortez

Tel: 510-798-1072



# 16TH ANNUAL 24 HOUR RELAY CHALLENGE 2020

## SPONSORSHIP INFORMATION

### TITLE SPONSOR - \$15,000

*TITLE Sponsorship: you contribute personal and organizational action in creating a community in which youth and adults become partners and more involved in the community.*

**With your generous donation of \$15,000 or more you will receive:**

- Logo on all Relay materials (i.e. posters, brochures, flyers)
- Full-page ad and recognition in the Relay Program – distributed to all participants and local leaders
- Logo as a part of the banner\* hung above the main stage during the event (\*banner not provided)
- Logo on Relay T-shirt with TOP billing in largest font
- Several contributor announcements during the event
- Free team registration
- Sponsor Allowed to set up a display/table

### PRESENTING SPONSOR - \$10,000

*PRESENTING Sponsorship: you contribute to creating positive opportunities for youth and adults in our community by becoming a 24 Hour Relay presenting Sponsor.*

**With your generous donation of \$10,000 or more you will receive:**

- Logo on all Relay materials (i.e. posters, brochures, flyers)
- Full-page ad and recognition in the Relay Program – distributed to all participants and local leaders
- Logo on the Relay T-shirt below the Title Sponsors in second largest font
- Several contributor announcements during the event
- Free team registration
- Sponsor Allowed to set up a display/table

### LEAD SPONSOR - \$5,000

*LEAD Sponsorship: enables you to network with youth and their families as you support a youth empowered community for all.*

**With your generous donation of \$5,000 you will receive:**

- Logo on all Relay materials (i.e. posters, brochures, flyers)
- Advertisement in Relay Program – distributed to all participants and local community leaders
- Several contributor announcements during the event
- Free team registration
- Logo on the Relay T-shirt below the Title and Presenting Sponsors

### SUPPORTING SPONSOR - \$1,000

*SUPPORTING Sponsor: Helps to build on the assets of our community by supporting activities that unite both youth and adults.*

**With your generous donation of \$1000 you will receive:**

- Logo on all Relay materials (i.e. posters, brochures, flyers)
- Advertisement in Relay Program – distributed to all participants and local community leaders
- Logo on the Relay T-shirt below the Title and Presenting Sponsors

### TEAM SPONSOR - \$500

*TEAM Sponsor: you will give 10 young people in your community the opportunity to enjoy the event of a lifetime*

**With your generous donation in any amount or an in-kind donation, you will receive:**

- Advertisement in Relay Program – distributed to all participants and local community leaders
- Logo on the Relay T-shirt below the Title and Presenting Sponsors

### INDIVIDUAL DONOR - \$50

*INDIVIDUAL Sponsor: you will someone in your community the opportunity to enjoy the event of a lifetime*

**With your generous \$50 donation or any amount or an in-kind donation, you will receive:**

- Advertisement in Relay Program – distributed to all participants and local community leaders

# THE EVER FORWARD CLUB 16<sup>TH</sup> ANNUAL 24 HOUR RELAY CHALLENGE SPONSORSHIP FORM

**Company Name:** \_\_\_\_\_  
**Contact:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
\_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

Please indicate your sponsorship level below:

___ TITLE SPONSOR	(\$15,000+)	Amount \$ _____
___ PRESENTING SPONSOR	(\$10,000+)	Amount \$ _____
___ LEAD SPONSOR	(\$5,000+)	Amount \$ _____
___ SUPPORTING SPONSOR	(\$1,000+)	Amount \$ _____
___ TEAM SPONSOR	(\$500)	Amount \$ _____
___ INDIVIDUAL SPONSOR	(\$50)	Amount \$ _____

Description of item(s):

\_\_\_\_\_  
\_\_\_\_\_

***Please make checks payable to: "Ever Forward - Siempre Adelante "***  
***Please Send checks and other forms of donations to:***

***Ever Forward - Siempre Adelante***  
***c/o Ashanti Branch***  
***1714 Franklin St. #100-337, Oakland, CA 94621***

**Ever Forward - Siempre Adelante. Federal Tax I.D. # 06-1750500**

**Thank you for your interest and support!**