

RE: 2015-2016 Corporate Sponsorship of Financial Beginnings' programs and initiatives

Dear Prospective Sponsor:

Exciting things are happening at Financial Beginnings! We concluded our most successful year to date, partnering with 133 schools and community organizations to teach responsible money management to 21,721 youth and adults.

We have also grown our Financial Literacy Conference to empower educators to incorporate financial lessons in their classrooms, while also educating the community. This conference, along with our expanded *Unraveling the Mysteries of Your Money* series, annually draws hundreds of adults eager to learn about relevant financial topics from our assembled team of experts.

Financial Beginnings has solidified its role as the region's leader in providing high-quality financial education that has a measurable impact. Six months after participating in our programs, 75% of participants report an increased credit score, and 85% have accomplished at least one of their financial goals. Of teachers, 100% have taught a financial lesson to their students in the three months following our Conference, and 93% attest to "participating more proactively in their own financial health as a result of the Conference."

Our programs continue to reach an expanded number of individuals annually because we are backed by forward-thinking, generous supporters. Our supporters recognize that increasing financial literacy, especially among youth audiences and in low-income communities, contributes to equitable opportunities for economic advancement, and that benefits us all. We are gearing up to educate a record-breaking 27,500 youth and adults in the coming program year, and we need your support.

Financial Beginnings is requesting that generous individuals, like you, join us in our mission by becoming a corporate sponsor. Your support will enable us to continue to grow our programs and launch new initiatives in response to the needs of our community.

There are three separate sponsorship opportunities, detailed below:

- **General Sponsorship** | General sponsorship provides support for Financial Beginnings' core financial education programs, which are provided at no cost to participants, schools, and community-based organizations. Sponsorship benefits include both marketing and employee engagement benefits. Sponsorship levels range from \$2,500-\$30,000.

Financial Beginnings

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- **Annual Gala Sponsorship** | Financial Beginnings hosts an annual gala, which brings together our supporters, and recognizes students, volunteers and partners, all while raising funds for Financial Beginnings' programs. This year's Oregon gala will be a lunch held on May 4th at the Portland Art Museum. This year's Washington gala will be a lunch held on June 1st at Benaroya Hall in Seattle. Sponsorship levels range from \$1,000- \$10,000 and some levels include general sponsorship benefits in addition to the gala-specific benefits.
- **Financial Literacy Conference Sponsorship** | Each year Financial Beginnings hosts a Financial Literacy Conference, which serves educators, volunteers, and community members. This year's two-day conference will be held in October in Salem, Oregon. Sponsorship levels range from \$1,000-\$10,000 and some levels include general sponsorship benefits in addition to the Conference-specific benefits.

Financial Beginnings greatly appreciates your consideration of our request. Please let me know what additional information I can provide.

Sincerely,



Melody Bell, Executive Director