

YOUR DOLLARS MAKE A DIFFERENCE

STUDENTS CAN LOSE TWO MONTHS IN READING ACHIEVEMENT AND FALL BEHIND THREE GRADE LEVELS BY 5TH GRADE IF THEY AREN'T ENROLLED IN A QUALITY SUMMER PROGRAM. PROGRAM COSTS:

\$63
PER DAY
(1 CHILD)

\$315
PER WEEK
(1 CHILD)

\$1,950
PER SUMMER
(1 CHILD)

Quality Summer Programs Include:

- Educational enrichment and literacy
- Two nutritious meals each program day
- Physical activity and new experiences, such as: swimming, yoga and taekwondo

Last summer:

- Nearly 4,000 children were fed nutritious meals;
- Nearly 2,900 children participated in summer programming; and,
- 75 percent of participating children maintained or improved their reading/academic proficiency.

This summer, we're counting on you to help us serve nearly 3,400 local kids through United Way Summer Smarts. Together, we can build healthy minds and bodies.



Create a meaningful teambuilding experience and give back to local children!

United Way Summer Supply Kits*:

Volunteers assemble kits that help children stay healthy and on track academically over the summer. Kits include healthy snacks and meal options, books and summer learning activities. Completed kits benefit children in United Way-supported school programs.

*Supply cost associated

For more information and to invest in United Way Summer Smarts, please email a completed Sponsorship Agreement form to Bob Williamson at rwilliamson@unitedwayinc.org. Call Bob directly at **860.493.6843** with any questions.

**Summer
smarts**



2019

UNITED WAY

SUMMER SMARTS

WHAT HAPPENS WHEN CHILDREN KEEP READING OVER THE SUMMER?



THEY STAY ON TRACK AND START SCHOOL READY TO LEARN

When children don't participate in summer learning programs, they start school 4-6 weeks behind. United Way works with families, schools and community partners to make high-quality education programs and services available to all — investing nearly \$600,000 in summer learning.

The Case for Summer Learning

- Starting in preschool, three to four consecutive summers of quality learning can get children reading on grade-level by third grade — making them four times more likely to graduate from high school.
- Summer learning loss in elementary school accounts for at least half of the ninth grade reading achievement gap.
- High-quality summer learning programs improve school attendance, motivation to do well in school and relationships with peers and adults.
- Regular attendance in quality summer learning programs is associated with positive academic and social development outcomes, including literacy, self-esteem and leadership skills.

**Summer
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WORKPLACE BENEFITS



United Way *Summer Smarts* **brings the community together** to support local children in need. Together, we can build healthy minds and bodies.

- **Elevate your organization's profile** while improving the lives of local children
 - **Get face-to-face time** with members of our community
- **Achieve your workplace's social responsibility goals**
 - **Be a part of creating lasting change** in the communities in which we live and work

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Name Recognition	Tabling at Day of Action	Speaking Opportunity at Day of Action	Media Interview Opportunities	Organization Logo on Print and Digital Materials	Social Media Recognition	Block Party Volunteer Slots for Employees
SUMMER SMARTS TITLE	\$10,000	✓	✓	✓	✓	✓	✓	Up to 15
SUMMER SMARTS PREMIER	\$5,000	✓	✓		✓	✓	✓	Up to 10
SUMMER SMARTS PARTNER	\$2,000	✓	✓			Name only	✓	
CHAMPIONS FOR YOUTH SUCCESS	\$500		✓			Name only	✓	



“Without Camp Courant, many children – including myself – would be left without options during the summer months. My mom was a single parent with limited funds and resources, and just could not afford to pay for camp. Today, 80 percent of Hartford’s lower-income families are made up of single parents. I can bet the children of these families would benefit from the full range of program and services offered by Camp Courant.”

– KIMBERLY WILLIAMS-RIVERA



“New Britain has been recognized as a [regional and national] leader in innovative practices to combat the challenges of the achievement gap and summer learning loss. [At the conclusion of the summer program], parents stop to talk with classroom and CBO teachers to thank everyone for such a special summer for their child. Students who attended in past summers request ‘invitations’ to return each summer.”

– SUMMER ENRICHMENT EXPERIENCE, CONSOLIDATED SCHOOL DISTRICT OF NEW BRITAIN



“One of the best ways to tell success of programs is through the words and actions of students. The middle school years are a very difficult time for students. And, for students who display behaviors aligned with disengagement from the academic process, it is even more challenging. It is often said out-of-school time program attendance is a key monitor of student buy in... XTREME year one had an 85 percent attendance rate!”

– XTREME, CONSOLIDATED SCHOOL DISTRICT OF NEW BRITAIN

Students overwhelmingly felt positive about their experience in XTREME:

‘I love this program and I was able to make a lot of new friends. I wish it was longer.’

‘XTREME prepared me for high school, so I could learn the layout and get familiarized.’

‘I feel happy to be here with the staff members.’

‘I loved making the robots. This was fun for me!’



SUMMER SMARTS TITLE SPONSORSHIP

INVESTMENT: \$10,000

Exclusive Opportunity

- Your organization’s name in the title of the event in all communications, promotions and marketing for all aspects of United Way *Summer Smarts*
 - Organization name recognition at all live volunteer mobilizations (including United Way *Day of Action*)
 - Speaking role and option to table at United Way *Day of Action*
 - Up to 15 United Way *Day of Action* Block Party volunteer slots for employees from your workplace
- Priority access to *Summer Smarts* related volunteer opportunities
 - Pending booking opportunities, participate in media interviews
 - Organization logo on all digital and print materials for all aspects of United Way *Summer Smarts*
 - Gift (branded item) inclusion in Summer Supply Kits (recommended items: water bottles, pens or pencils, notepads)
 - Digital recognition throughout the United Way *Summer Smarts* campaign run

SUMMER SMARTS PREMIER SPONSOR

INVESTMENT: \$5,000

Exclusive Opportunity

- Your organization’s name included in all communications, promotions and marketing for all aspects of the event
 - Option to table at United Way *Day of Action*
 - Priority access to *Summer Smarts* related volunteer opportunities
 - Pending booking opportunities, participate in United Way *Day of Action* media interviews
- Organization logo on all United Way *Day of Action* digital and print materials
 - Digital recognition throughout the United Way *Summer Smarts* campaign run
 - Up to 10 United Way *Day of Action* Block Party volunteer slots for employees from your workplace

SUMMER SMARTS PARTNER SPONSOR

INVESTMENT: \$2,000

Unlimited Sponsorships

- Organization name recognition at United Way *Day of Action*
 - Option to table at United Way *Day of Action*
 - Priority access to *Summer Smarts* related volunteer opportunities
 - Organization name on all United Way *Day of Action* print materials
- Organization name on all United Way *Day of Action* digital materials
 - Digital recognition throughout the United Way *Summer Smarts* campaign run

CHAMPIONS FOR YOUTH SUCCESS SPONSOR

INVESTMENT: \$500

Unlimited Sponsorships

- Option to table at United Way *Day of Action*
 - Organization name on digital and print materials
- Digital recognition throughout the United Way *Summer Smarts* campaign run

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