

# RACE 4 FREEDOM 5K

Sponsorship Packet



2020

**END HUMAN TRAFFICKING IN WICHITA  
THEY HAVE A FUTURE WORTH FIGHTING FOR**

# RACE 4 FREEDOM 5K



# 2020

Dear Friend,

Planning has begun for the 2020 Race 4 Freedom 5K! This year we celebrate our 9th annual R4F5K. As you can imagine, this year looks very different from past events. For the health and safety of our participants, volunteers, and host site, we've made the decision to make this year's event virtual.

Last year's race drew 1,098 participants and raised \$24,264 for Family Promise. Funds raised will be used to further their mission of supporting families experiencing homelessness.

Over the first seven years of the event, the Race 4 Freedom has donated over \$185,000 to eight local direct service agencies in Wichita: Carpenter Place, The Child Advocacy Center of Sedgwick County, Youthville, Health Care Haven, Wichita Area Sexual Assault Center, Saint Francis Family Services, Kansas Internet Crimes Against Children Task Force, and Family Promise. Funds have been used to improve facilities, provide additional services and make resources available for victims and survivors in many different ways from providing traveling therapists to medical care to art programs.

**1,098 participants | \$24,264 raised**

Proceeds from the 2020 race will benefit Rise Up for Youth (RUFY). Rise Up For Youth, a high school mentoring program founded in 2014, has seen tremendous growth and an increase in demand by students seeking their mentoring programs. They have seen a 100% graduation rate for their seniors with 72% going on to secondary education. With the help of volunteers and donors, Rise Up For Youth is able to provide weekly seminars, college tours, workshops, and community service opportunities.

We are excited to partner with Rise Up for Youth because, especially in our current climate, mentoring and connection is vitally important for the safety and well-being of our kids. With more youth at home, isolated and dealing with the uncertainty of the 2020-21 school year- Rise Up for Youth is innovating new ways to make sure those connections remain in place and strong!

We appreciate our sponsors so much and look forward to working with you this year. If you have any questions about sponsorship opportunities, our goals for the year, or the event itself, please don't hesitate to contact us. We couldn't do this year after year without our amazing community of support and we can't wait to partner with you for another successful Race 4 Freedom 5K!

# RACE 4 FREEDOM 5K



# 2020

## Rise Up for Youth inspires and motivates the next generation to unlock their full potential

- 100% of seniors in the program have graduated
- 72% of graduates go on to post-secondary education
- 70% of participants maintained or increased their GPA
- 70% of participants participated in community service
- Hundreds of students have been exposed to college campuses

With the effects of COVID-19 this year, Rise Up for Youth has had to cancel both of its major fundraising events. The Race 4 Freedom 5K is committed to honoring our commitment to them as this year's event beneficiary.

**Just a few reasons your organization will want to sponsor our 9th Annual Race 4 Freedom 5k**

ICT S.O.S. acts as a liaison between the professional groups working with trafficked youth and the Wichita volunteers who seek ways to be involved in finding solutions. Our vision is to create real and lasting change in Wichita through education and prevention, as well as rescuing and restoring individuals caught in trafficking. We are a non-profit organization. All donations toward this race are tax deductible.

- We've seen increased local interest in the issue of human trafficking in Wichita and surrounding areas.
- Internet Crimes Against Children has seen a drastic increase in online exploitation cases since schools closed.
- Mentorship and positive role models help insulate kids from exploitation and possible trafficking scenarios.
- The race draws more than just runners, it also attracts families and "cause walkers".
- We have over 2,700 likes on Facebook with an enthusiastic social media presence!
- ICT S.O.S. has received 100% positive press with local and regional media outlets with the integrity and authenticity of Jennifer White as the founder.

# RACE 4 FREEDOM 5K

## 2020 SPONSORSHIP OPPORTUNITIES

### **Sponsorships look different this year...**

Since we can't have an in-person event this year, we're not asking to you sponsor physical spaces, banners, etc. What we are asking you to do is invest in the future of Rise Up for Youth. Each sponsorship level is set up to reflect the impact you can have on the program. We'll be highlighting our sponsors on our social media, race website, and through our email list that reaches over 3,500 past and present participants.

### **We have a BIG goal!**

Our goal this year is to raise \$30,000: the largest Race 4 Freedom beneficiary donation yet! Help us support Rise Up for Youth and offset the losses they've suffered this year due to cancelled fundraising events.

### **Graduate Level Sponsorship: \$5000**

This sponsorship covers mentoring session supplies for nearly five schools, impacting hundreds of students. Mentorship is vitally important, especially now as our youth have been more isolated and disconnected from services, programs, and activities that provide positive role models and safe, caring adults.

### **Senior Level Sponsorship: \$2500**

Sponsorship at this level helps to prepare this year's seniors for college, trade school, or the job market. Workshops on applying for college, tutoring help, and mentoring help to maintain RUFY's 100% graduation rate! This level could provide up to five workshops as well as senior gift baskets!

### **Junior Level Sponsorship: \$1500**

Junior year is often the hardest! This sponsorship level can help cover the supplies, refreshments, and print materials for Brotherhood and Sisterhood programming. Like Junior year, it's not flashy, but it's where the hard work is put in to make it through to the end!

### **Sophomore Level Sponsorship: \$1000**

At this sponsorship level, your business could provide a scholarship to a graduating senior. These sponsorships are given out each year at the public celebration of that year's graduates. This scholarship would be named for the donating sponsor and presented to a student who has successfully completed the program and will go on to some kind of post-secondary education.

### **Freshman Level Sponsorship: \$500**

This sponsorship level could provide an Empowerment Workshop for the students in the Brotherhood and Sisterhood program. These workshops bring in leaders from community to present to the students on a range of topics from dressing for interviews to filling out their FAFSA. This sponsorship level could help provide the speaker, location, and refreshments for a workshop!

### **Sponsor a Tour: \$250**

This sponsorship level could provide 12 students the opportunity to attend a college tour. RUFY tours several state, local and HBCU universities each year to give their youth exposure to different campuses and programs available.