



## **In Purpose Educational Associates**

Achieving Equity In a Diverse World

### **Achieving Equity Together**

#### Corporate Sponsorship Package

**At *In Purpose Educational Associates*, we believe in the potential to create an equitable society for all that honors the dignity, rights, and contributions of each person and identity group.**

**Our programs focus on bringing personal connection within our immediate realms of influence. We teach people how to be allies within their groups, organizations, or companies, and look to build community in the St. Louis region.**

**In Purpose Educational Services is the nonprofit 501(c)3 counterpart of IPEA. Through this organization, we provide student advocacy services to children and families regardless of their ability to pay.**

In Purpose Educational Services

Heather Fleming, Owner

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## **In Purpose Educational Services**

In Purpose Educational Services is the non-profit arm of our company. It was created solely to provide services to the community around issues of diversity and inclusion. These opportunities include, but are not limited to, the programs and events below.

### **Learning Opportunities**

Throughout the year, In Purpose Educational Services will sponsor a variety of free training sessions (mainly through the local libraries) with announced topics posted to social media. Previous topics have included the following:

- Holding Difficult Conversations
- What Do I Do Now?: Being a Good Ally
- Confronting Shame and Race

### **Student Advocacy Services**

Every student should have access to a knowledgeable, caring educational professional to advocate for them during decision-making processes that could negatively impact them or their educational progress. In Purpose Educational Services provides this advocacy based upon a sliding fee scale. No student will be left without representation because of the parents' inability to pay a set fee.

### **Volunteer and Leadership Programs**

In Purpose Educational Services will be offering volunteer and leadership programs for individuals who are interested in learning more intensely and then entering the community to further the purpose of achieving equity in a diverse world. Participants will be required to lead discussions, contribute to and deliver presentations, and engage with a variety of community members to promote understanding and acceptance.

### **Networking Events**

Several times throughout the year, we host events that allow individuals within the community to make connections. Based upon the work of Frank McCallum in Chattanooga, TN, we aim to create repeated opportunities for people to come together and celebrate diversity. The main event of this nature that we sponsor is "Come to the Table," where people come together to enjoy foods from diverse cultures while making connections with people of diverse backgrounds.

## **Why Sponsor In Purpose Educational Services?**

***In Purpose Educational Services*** believe in the potential to create an equitable society that honors the dignity, rights, and contributions of each person and identity group. Through training, development, interactions, and on-going support, we hope to create individuals capable of being allies in achieving this purpose.

Why are these skills necessary for people to have? Research shows that by 2044, the U. S. population, as a whole, will be a majority-minority population. This means that our workforce will be also. Those companies that are prepared for a diverse workforce will be the ones who have proactively supported and implemented programs which increase people's cultural competency. They will have implemented hiring practices that create diverse groups at all levels, especially for those in decision-making positions. By doing this, companies ensure economic viability across demographic groups.

In 2017, the Metropolitan Planning Council (a Chicago non-profit) and the Washington-based Urban Institute published the results of a 100-city meta-analysis of segregation patterns and found that regions lose billions of dollars a year because of segregation. When applied to Chicago specifically, researchers estimated that the region loses \$4.4 billion in earnings and approximately \$8 billion in GDP. If we were to analyze these results as they are relevant to the St. Louis area, we would surely find that we are also losing out on billions of dollars because of the policies and procedures we have in place which have led to wide-spread segregation within areas of our city.

This is where In Purpose Educational Associates/Services can effectuate change. Sponsoring our organization and/or retaining our services has the potential to reap benefits within several realms of influence, which will lead to positive impacts for all of St. Louis:

- Pools of candidates that are more culturally-competent and, therefore, better prepared to meet companies' diversity mission and vision goals.
- Future leaders who are better able to implement policies which would be fiscally advantageous for diverse populations and industries.
- A workforce that is more inclusive, which has been proven to lead to lower turnovers rates, higher productivity and morale, improved recruitment efforts, and better products and innovations.
- A reduction in the number of EEOC complaint filings and discrimination lawsuits leveraged against companies.
- Increased profits for proactive companies and organizations that have implemented effective diversity and inclusion training programs.
- Companies, organizations, and individuals who understand the difference between diversity and inclusion and are able to reap the benefits of being inclusive.



## Benefits of Sponsorship to the Community

- In the course of a year, your investment will subsidize the following services In Purpose Educational Services provides:
  - Advocacy services for students of all ages, specifically those in low income homes that would ordinarily be unable to afford such services.
  - Student discussion and training programs free of charge to participants.
  - Community training and networking programs delivered free of charge.
  - Free books for participants in our book club program who cannot afford to purchase the necessary materials.
  - Training and development scholarships for program participants to attend further training programs.
  - Community outreach opportunities for the general public.
  - Promotional materials and opportunities for specific events.
  - Resources for all engaged in In Purpose's activities, events, and programs.
- A more cohesive community engaged in active discussion of issues of diversity and inclusion.
- A more socially- and fiscally-sound St. Louis community.



**IN PURPOSE**  
**Educational Associates**  
Achieving Equity In a Diverse World

Web Site: [in purposeea.com](http://inpurposeea.com)  
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## ***Corporate Sponsorship Packages***

# Platinum Level

An investment of \$5000 or more. As a major sponsor, you will receive a comprehensive package of benefits that provides positive acknowledgment of your company throughout your sponsorship year through multiple modes of exposure.

### **Sponsorship**

- Your company logo and biography featured prominently on In Purpose's website.
- A link from our website to yours.
- Your company's logo and biography featured prominently in our monthly newsletter to subscribers.
- Your company's name, logo, and advertisement in our Annual Report for In Purpose Educational Services.
- Acknowledgment of your company and its sponsorship at our sponsored events.
- Your logo and a link to your page featured on all emails sent to our customers as advertisements.
- Company logo featured on the back of any t-shirts distributed by In Purpose.
- Your company logo featured on any event signage or promotional materials.
- Use of our logo in all of your marketing and promotional materials.

### **Organizational and Staff Benefits**

- Delivery one full day of specially-designed diversity and inclusion workshops or training (\$1500 value).
- Annual diversity walks to assess company's attainment of inclusion mission and vision.
- Annual needs assessment for employees and supervisors, plus debriefing session to set new mission and vision goals.

### **Tickets**

- Eight (8) tickets to each of In Purpose's sponsored events including "Come to the Table" and paid training events, seminars, and networking opportunities.

# Gold Level

An investment of \$2500-\$4999. As a major sponsor, you will receive a comprehensive package of benefits that provides positive acknowledgment of your company throughout your sponsorship year through multiple modes of exposure.

### **Sponsorship**

- Your company logo featured semi-prominently on In Purpose's website.
- A link from our website to yours.
- Your company's logo featured semi-prominently in our monthly newsletter to subscribers.
- Your company's name and logo in our Annual Report for In Purpose Educational Services.
- Acknowledgment of your company and its sponsorship at our sponsored events.
- Company logo featured on the back of any t-shirts distributed by In Purpose.
- Use of our logo in all of your marketing and promotional materials.

### **Organizational and Staff Benefits**

- Delivery one half-day of specially-designed diversity and inclusion workshops or training (\$1000 value).
- Annual diversity walks to assess company's attainment of inclusion mission and vision.

### **Tickets**

- Four (4) tickets to each of In Purpose's sponsored events including "Come to the Table" and paid training events, seminars, and networking opportunities.

# Silver Level

An investment of \$1000-\$2499. As a sponsor, you will receive a comprehensive package of benefits that provides positive acknowledgment of your company throughout your sponsorship year through multiple modes of exposure.

## **Sponsorship**

- Your company logo featured semi-prominently on In Purpose's website.
- A link from our website to yours.
- Your company's logo featured semi-prominently in our monthly newsletter to subscribers.
- Your company's name and logo in our Annual Report for In Purpose Educational Services.
- Acknowledgment of your company and its sponsorship at our sponsored events.

## **Organizational and Staff Benefits**

- Delivery one specially-designed diversity and inclusion "lunch and learn" training two-hour training session (\$600 value)

# Bronze Level

An investment of \$500-\$999. As a major sponsor, you will receive a comprehensive package of benefits that provides positive acknowledgment of your company throughout your sponsorship year through multiple modes of exposure.

## **Sponsorship**

- Your company logo featured semi-prominently on In Purpose's website.
- Your company's name in our Annual Report for In Purpose Educational Services.
- Acknowledgment of your company and its sponsorship at our sponsored events.

## **Organizational and Staff Benefits**

- A 25% discount on a specially-designed diversity and inclusion training program for your company or organization.

# Green Level

An investment of \$250 to \$499.

## **Sponsorship**

- Your company logo featured semi-prominently on In Purpose's website.
- Your company's name in our Annual Report for In Purpose Educational Services.
- Acknowledgment of your company and its sponsorship at our sponsored events.

## **Organizational and Staff Benefits**

- A 10 % discount on a specially-designed diversity and inclusion training program for your company or organization.

## Corporate Sponsorship Incentive Quick View

Benefit	Platinum Level (\$5000+)	Gold Level (\$2500-4999)	Silver Level (\$1000-2499)	Bronze Level (\$500-999)	Green Level (\$250-499)
Company logo featured on website	X (prominently, including biography)	X (less prominently)	X	X	X
A link from our website to yours	X	X	X	-	-
Your company's logo featured in our monthly newsletter	X (with biography)	X	X	-	-
Acknowledgment and/or logo in our Annual Report	Name, logo, and advert	Name and logo	Name and logo	name	name
Acknowledgment of your company at each sponsored event	X	X	X	X	X
All emails sent to our customers as advertisements will feature your logo and a link to your page.	X	-	-	-	-
Company logo featured on the back of any t-shirts distributed by In Purpose	X	X	-	-	-
Company logo on any event signage or promotional materials	X	-	-	-	-
Use of our logo in all of your marketing and promotional material.	X	X	X	-	-
Delivery of specially-designed diversity and inclusion workshops or training	X (full day)	X (half day)	X (1 lunch and learn session)	25% discount	10% discount
Annual Diversity walk to assess company's attainment of diversity and inclusion goals	X	X	-	-	-
Annual digital needs assessment, plus debriefing session to develop new mission and vision goals with management team.	X	-	-	-	-
Tickets to each of In Purpose's sponsored events	X (8)	X (4)	-	-	-



## **In Purpose Educational Associates**

Achieving Equity In a Diverse World

### **Corporate Sponsorship Form 2019 Fiscal Year**

<b><i>Sponsor Details</i></b>
<b>Name:</b>
<b>Position (If applicable):</b>
<b>Organization/Company (if applicable):</b>
<b>Address:</b>
<b>Phone:</b>
<b>Email:</b>

<b><i>Sponsorship Type</i></b>
<b>Platinum--\$5000 or more</b>
<b>Gold--\$2500 to \$4999</b>
<b>Silver--\$1000 to \$2499</b>
<b>Bronze--\$500 to \$999</b>
<b>Green--\$250 to \$499</b>
<b>Total Sponsorship Amount:</b> \$ _____

### **Payment Details**

Please make your payment to In Purpose Educational Associates/Services via the following methods:

- ☐ Check—Made payable to In Purpose
- ☐ PayPal—Please enter your PayPal email address in order to receive an invoice for payment.
- ☐ Pay in installments--\$\_\_\_\_\_ monthly amount (you will receive a monthly invoice).

Please return this completed form to In Purpose via one of the following methods:

- ☐ Email: Scan completed form and return to [heather.fleming@inpurposeea.com](mailto:heather.fleming@inpurposeea.com).
- ☐ Mail: contact In Purpose at 314-477-4059 for details.