

EVERYBODY WINS

PRESENTS



DIGITAL CELEBRATION WEEK

JUNE 7-11 2021

SPONSORSHIP OPPORTUNITIES

Please join EWDC as we celebrate our students, volunteers, and partners during our first-ever Digital Celebration Week.

What is a Digital Celebration Week? It's 5 days of amazing stories and heartwarming videos, all to celebrate our program impact. In other words, it is the best part of our annual gala, without the gala!



EWDC CELEBRATION WEEK

OUR MISSION & OUR WORK

For more than 25 years, EWDC has been guided by a simple yet powerful belief: **building connections through books has the power to change lives and improve outcomes for children and communities.** We see it every day through our core programs.

POWER READERS

One-on-one mentoring program that creates long-term reading-based relationships for elementary school students

STORYTIME

Read-aloud initiative that brings volunteers and students together to read and discuss books that support academic and social-emotional growth

THE BOOK PROJECT

Free book distribution program to promote equitable access to reading materials and support shared reading at home and in communities

BY THE NUMBERS: SCHOOL YEAR 2019-2020



533 students from 12 schools connected to mentors



5,545 1-on-1 mentoring sessions completed



5,231 free books distributed to children, teachers, and community partners



1,122 community volunteers gave time to support our students

With access to schools, libraries, and afterschool programs still restricted, COVID-19 is exacerbating existing educational disparities and putting Black, Hispanic, and low-income children further behind their white and higher income peers. **That is why EWDC is doing more than ever to bring the power of shared reading to vulnerable children across the DC region.**

During school year 2020-21, EWDC launched **virtual versions of both Power Readers and StoryTime**, keeping children connected through reading while learning from home. EWDC also created **a new Parent Workshop series**, using shared reading to support life-skill development for parents and caregivers, and an **online Shared Reading Library** so families can access read-aloud videos on demand.

In addition to new virtual programming, EWDC **expanded its book distribution program to include home delivery and community-based partnerships**, with a focus on bringing reading resources to those most cut off from support during this challenging time.



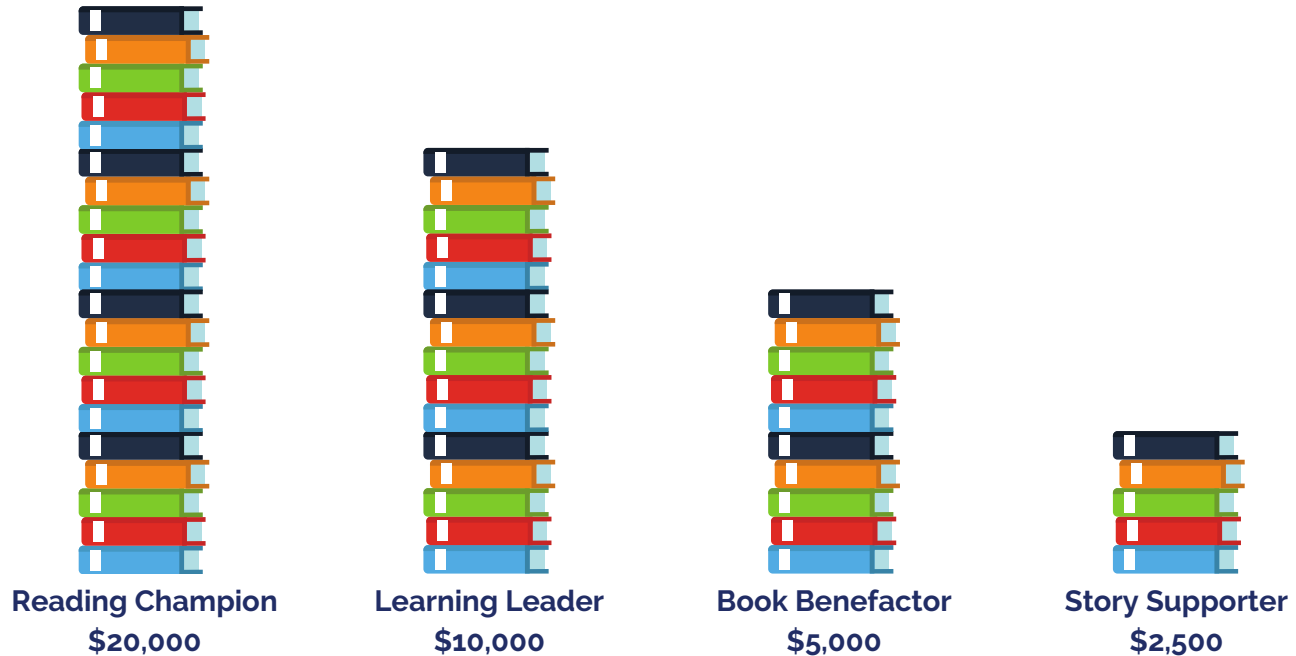
Learn more about our work at www.everybodywinsdc.org/programs

EWDC CELEBRATION WEEK SPONSORSHIPS

Become a Celebration Week Sponsor today and help a student succeed tomorrow!

When a child needs support, the ability to pay should not stand in the way. That is why **all EWDC programming is free for families**. That is also why EWDC partners with incredible sponsors to ensure programs like Power Readers, StoryTime, and The Book Project remain open and accessible to all.

As a Celebration Week sponsor, your support will deliver critical reading-based programs to underserved communities, impacting thousands of lives across the DC region.



Any donation under \$2,500 will be acknowledged as a Celebration Week supporter.

SPONSOR RECOGNITION

All Celebration Week sponsors will be recognized in **daily event emails, on social media, and on the Everybody Wins DC website and Celebration Week event page.**

Placement and frequency of recognition is based on sponsorship level.

In addition, **each sponsor at \$5,000 and above can select Program Impact benefits** which offer recognition opportunities during program activities. And the higher the sponsorship, the more impact benefits a sponsor can select!

SAMPLE PROGRAM IMPACT BENEFITS

Getting Books into the Hands of Children: Show your support for expanded and equitable access to reading materials by adding your name/logo to books distributed during EWDC events.

Spread the Benefits of Shared Reading: Highlight the importance of shared reading by including your name/logo on shared reading materials and supports distributed to children and families.

For more information about Celebration Week Sponsorships, or to customize a package that works best for you, email events@everybodywinsdc.org or contact Jordi Hutchinson, EWDC Executive Director, at (202) 627-2385.



YOUR IMPACT AS A CELEBRATION WEEK SPONSOR

Since 1995, EWDC's reading-based programs have improved the lives of more than 70,000 children across the DC region. But that isn't where the impact ends.

Because when a child thrives through reading, we all thrive. **Everybody wins!**

As a Celebration Week sponsor, here are just a few of the lives your support will reach:



Meet Makai

Makai has been reading with his EWDC mentor for 6 years. When schools closed due to COVID-19, their reading sessions moved online. Not only does Makai enjoy his time at Power Readers, it helps him thrive at school. "Scott is my favorite mentor. He means a lot to me because he is fun and he helps me be a better reader."

What Our Students Are Saying

"Reading together makes me feel noticed and cared about!"

"Reading with [my mentor] makes me feel happy and more social."

"Reading together makes me feel challenged."

"Reading with my mentors makes me feel happy and calm."

"I love EWDC because I love reading and bonding with my mentor."

"I like EWDC because I get to read with my mentor/BFF!"

"I like reading together because it makes me feel happy and inspired."

"I love coming to [Power Readers] because I get better at reading and have fun."



Meet Geralee

Before joining EWDC, Geralee was nervous about reading. But having Kelly as her Power Readers mentor made all the difference. "When I read with Kelly, I feel like I have my own cheerleader! Now, I love reading at school and at home. I even read to my little sister!"

Meet Malcolm

Malcolm is part of Power Readers and loves the free books he receives as an EWDC student. For him, books are a knowledge collection that help expand his horizons. His mother agrees. "The work [EWDC does] to bring a love of reading and books to children is so important. Thank you for including Malcom in the Power Readers program!"



Meet Marcus

With COVID-19 closing schools & libraries, some areas in DC have become book deserts. EWDC has partnered with Marcus at the DC Housing Authority to deliver books directly to families' doorsteps. "It's key that [EWDC & DCHA] do ... book fairs and [book] distributions in our public housing communities to remind the youth how impactful reading is in their learning development."

