



Children's Defense Fund
BEAT THE ODDS®

Too often we hear about teens getting into trouble, dropping out of school, getting involved with drugs, crime and gangs or becoming parents too soon. Yet thousands of young people overcome tremendous obstacles like these every day. For almost 40 years, the Children's Defense Fund (CDF) has educated the nation about the needs of children. In that time, we've successfully advocated for policy remedies that have lifted poor families out of poverty, increased access to Head Start, child care, education, and healthcare for children in low-and moderate-income families, reduced the number of children experiencing hunger and improved the life chances of youth through our Youth Leadership and Beat the Odds® programs. Yet, there is so much more work to be done.

Each year, CDF takes time to honor some of these inspiring high school students through our *Beat the Odds* scholarship program held in seven locations across the country. This summer, we are thrilled to launch an eighth *Beat the Odds* program in Ohio in conjunction with CDF's national conference July 22-25 in Cincinnati.

We invite you to support this program and join us at 7:30 p.m. on Monday, July 23, 2012 at the Duke Energy Convention Center in Cincinnati to honor five outstanding Ohio high school students who have overcome tremendous adversity, demonstrated academic excellence and given back to their communities. Please see enclosed brief background about these five honorees and the challenges they have overcome.

You will be inspired by and help us celebrate these remarkable young people who have "beaten the odds" and also honor the adults who've helped them persevere and succeed. Each student will receive a \$5,000 college scholarship, a laptop computer and be welcomed onto CDF's youth leadership development ladder, which includes advocacy and leadership training and internship opportunities. Because at least one adult did not give up on them ... they did not give up on themselves ... and CDF will not give up on them either.

395 East Broad Street
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The first CDF *Beat the Odds* event was held in Los Angeles, CA, over twenty years ago. We now celebrate resilient young people in Los Angeles, Minneapolis-St. Paul, Houston, Dallas, New York City, New Orleans and Washington, D.C. We have recognized and supported nearly 700 young people who have overcome family breakdown, homelessness, drugs, parental incarceration, violence, neglect and abuse, and still excelled in school and reached out to serve others. They are now doctors and lawyers and teachers and Peace Corps volunteers and responsible parents and citizens. They are living proof that *no one should ever give up on a child*.

We hope you will be inspired and join us. We promise you that supporting this event will be one of the most rewarding experiences you'll ever have. The proceeds from the evening's celebration will fund the Ohio *Beat the Odds* scholarships and our training programs for students. This program provides our partners the opportunity to not only honor these incredible young people but to also demonstrate their commitment to ensuring a level playing field for all children.

Please see enclosed information to assist you with sponsoring this program. We are grateful for any level of partnership that you can offer and also hope to see you at the event. For more information about the *Beat the Odds* event, please call Nancy Brantner at 614-595-1387 or email her at brantner58@wowway.com

Please accept our deepest thanks for considering this request and for all you do and have done for children. Hope to see you.

Sincerely,



Marian Wright Edelman
Children's Defense Fund
Founder and President



Renuka Mayadev
Children's Defense Fund-Ohio
Executive Director

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Ohio 2012 Beat the Odds Honorees



Joshua Jenkins (Lakewood High School, Cuyahoga County): When Joshua was in sixth grade, his mother broke her leg and was unable to return to work. His drug and alcohol addicted father was in and out of jail and never played a supportive role in his life. They were evicted from their home and moved between shelters and homes for several years. They finally gained some stable footing in Lakewood, Ohio until October of 2010, when Joshua's father called to tell him that his mother had passed away from a sudden heart attack. Joshua and his brothers were then adrift without a reliable adult in their lives. He has made it his mission to get the best possible education and has

maintained a part time job to help raise his two brothers. Joshua is attending Kent State University in the fall, where he plans on majoring in Sports Administration.



De'Von Jennings (Beechcroft High School, Franklin County): De'Von's mother passed away when he was three and for years he lived in his father's abusive home. His teenage years were spent in foster care, shuffling from home to home. Throughout his multiple placements, he has seen the foster system fail a majority of his foster siblings. He has witnessed them turn to drugs and alcohol, quit school, and go to jail. Despite the instability, De'Von has maintained a GPA over 3.5 and has earned 8 varsity letters. He also spends his time tutoring middle school students and has volunteered for the Healthy Neighborhood/Healthy Families program. His long-term goal is to get a master's degree in civil engineering.



Indyasia Johnson (Gamble Montessori High School, Hamilton County): Indyasia has experienced post-traumatic stress disorder, the absence of her father, and the odds stacked against an African American female from West End Cincinnati raised by a single mother. She has been held at gunpoint while her father was nearly beaten to death. In addition, her mother has been unemployed for three years and her father is serving a 12 year prison sentence. She has seven younger siblings. Since she turned 15 years old, Indyasia has had a job at Kings Island every summer and has picked up second jobs at Popeye's and Applebee's. Despite adversity, she always has a smile on her face,

has maintained a 4.0 GPA, and volunteers at the Ronald McDonald house and Krohn Conservatory. She plans on attending college and then medical school so that she may become a pediatrician and start a non-profit child abuse prevention organization.



Amber Rohrer (Alliance High School, Stark County): Amber grew up in a single parent household. Her childhood was chaotic, unstable and filled with abuse. When she was young, her father was deemed unfit and was forced to give up his parental rights. Her mother then married a man who claimed to be religious, but was physically abusive. In middle school, her stepfather was sent to jail for domestic violence. Amber's mother turned to prostitution to pay the bills, and filled the home with drugs, alcohol, and strange men. Amber's family was evicted and moved several times, staying in homeless shelters and with family friends. Amber began to rebel by skipping school and making bad

choices. But a family stealing trip to Walmart orchestrated by her mother led Amber back onto the right track. Amber dedicated herself to school and community service. She now lives in a positive environment with school friends. Amber's struggle with her mother has made her realize "that dysfunction is not an excuse to live life in a negative way and is never an excuse to misuse others or break the law." Amber currently has a 3.97 GPA, participates in Toys for Tots, volunteers for the humane society and the Special Olympics, and is a member of the National Honor Society. She plans to earn a master's degree in psychology and become a licensed alcohol and drug counselor.



Clara Smith (Jane Addams Business Careers, Cuyahoga County): Clara first came in contact with the foster care system when she was three years old. Her father was an abusive alcoholic and drug addict. Her mother was found incompetent to raise her children. After a year, her parents regained custody. Her father was sober for a time, but then became verbally and physically abusive towards her mother and siblings. After a while, Clara and her sisters were removed from the home again and then returned. While in high school, her father fell ill, and she became responsible for many of the household duties. During this time, she became close to her father and in November of

2010 she went to visit him in the hospital when he told her that he was sorry and he was proud of her. He died later that night. She

has come to understand the importance of education and is excited about her future and college. She currently has a 3.95

GPA, is involved in the Key Club and the National Honor Society. She has been accepted into the honors program

at Cleveland State University, where she plans to complete their pre-law program. She plans to be a lawyer.

Partnership Levels



Graduate: \$25,000

- Stage Presentation Opportunity
- Corporate logo prominent on event print materials*
- Corporate logo used on electronic communications
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate recognition in all press releases and media advisories
- Corporate logo or name included on event signage
- Name recognition on radio spots as available
- Corporate name and/or logo displayed electronically during event
- Corporate recognition from event stage
- Two (2) Reserved Tables each for eight (8) guests

Senior: \$10,000

- Corporate logo prominent on event print materials*
- Corporate logo used on electronic communications
- Corporate logo listed on **BEAT THE ODDS** website
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- Corporate logo or name included on event signage
- Name recognition on radio spots as available
- Corporate name and/or logo displayed electronically during event
- Corporate recognition from event stage
- Two (2) Reserved Tables each for eight (8) guests

Scholarship Partner - \$5,000

This special partnership is your opportunity to directly support a young adult who has been selected for this unique honor.

- Recognition as partner for a single Scholarship at Beat the Odds 2012
- Opportunity to participate on-stage in presentation of your single Scholarship at Beat the Odds 2012
- Corporate name associated with single Scholarship on BEAT THE ODDS print materials
- Corporate name associated with single Scholarship on BEAT THE ODDS web page
- Corporate name associated with single Scholarship in event program
- Corporate name associated with single Scholarship in press release
- Corporate logo or name included on event signage
- Corporate name and/or logo displayed electronically during event
- Four (4) Beat the Odds guest passes

Junior: \$5,000

- Corporate logo prominent on event print materials*
- Corporate logo used on electronic communications
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate logo or name included on event signage
- Corporate name and/or logo displayed electronically during event
- One (1) Reserved Table for eight (8) guests

Sophomore: \$2,500

- Corporate name included on event electronic communication
- Corporate name listed on event print materials
- Corporate logo listed on **BEAT THE ODDS** website
- Corporate name displayed electronically during event
- Six (6) reserved seating tickets

Honoree Host: \$1,000

- Corporate logo listed on **BEAT THE ODDS** website
- Corporate name displayed electronically during event
- Provides four (4) tickets to host **BEAT THE ODDS** honoree family

BEAT THE ODDS Tickets: \$100.00 Each

*Benefits are date sensitive.

Partnership Commitment



Partner Name (Name as it should appear in marketing materials)

Contact Name

Address City, State, Zip

Phone / Fax / E-mail

Please accept this commitment of \$ _____ for the **Children's Defense Fund-Ohio**
BEAT THE ODDS event as a _____ (partner level).

A high resolution (300 dpi or higher) copy of your logo is requested to promote your organization in marketing materials. Please forward a copy of it in both color and black and reverse to phyllis@vanarsdale.com. Digital files in both EPS Vector and JPG are requested.

We would love to help! Please contact us regarding in-kind opportunities.

Please send a payment notice.

Enclosed is a check for \$ _____. (Make check payable to: Children's Defense Fund)

Credit Card Payment _____ Discover Card _____ Visa _____ MasterCard

Card Number _____ Expiration Date _____ CVS _____

Name on Card _____

Signature: _____ Date: _____

Please scan to brantner58@wowway.com, fax your commitment to 614.457.2032 or mail to the attention of
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