



Growing 12 Oaks--Partnership Opportunities

12 Oaks Foundation’s mission is to provide grants to help defray the cost of sports and extracurricular activities for children in families suffering temporary financial hardship related to ongoing cancer treatment. While there are many local and national agencies providing cancer patients and families financial support, 12 Oaks Foundation is the only organization that keeps children, ages 8-18, affected by cancer engaged in their current sports and other extracurricular activities. Based in Grayslake, IL, it is a registered tax-exempt 501(c)(3) nonprofit organization. For each dollar donated to the Foundation, 92.5 cents directly benefits children and their families.

Leadership

Steve Hupp – President, Founder

Julie Hupp – Vice President & Secretary, Founder

Elizabeth Martin – Executive Director

David Wagner – Treasurer, Board Member

Mike Baran – Board Member

Ron Gillespie – Board Member

Bill Hupp – Board Member

Diane Walkowiak – Board Member

12 Oaks Foundation Facts *

- Foundation assets: \$304,000
- Total grant payments since 2011: \$185,000
- More than 90% of 2016 outlays went to fund Grants and Program expense
- Administrative expenses are less than 10% of total outlays
- Total 2016 Direct Grantee Support: \$58,000
- Total 2015 Direct Grantee Support: \$52,000
* As of December 31, 2016

Ambitious Vision

By the Year 2020, 12 Oaks Foundation’s mission is shared providing family assistance on a national scale. To make this a reality, the Foundation requires significant capacity building. Funding from sponsors like you will support much-needed efforts to reach these aggressive goals:

2017	2018
To provide grants to 180 children, a 20% increase over 2016	To award 270 grants, 55% increase over 2017
To distribute \$65,000 in grants and/or 10% more than 2016	To award \$100,000 in grants and/or 40% increase over 2017

Partnering Benefits Your Company

The financial benefits to the Foundation are obvious, but your company will also see advantages by collaborating with 12 Oaks. Social good programs are proven to effectively build leaders and attract and retain employees. Studies show that as millennials, a large percentage of today’s workforce, expect companies to respond to pressing social issues. According to a [Deloitte survey, 70% of millennials](#) studied listed their company’s commitment to the community as an influence on their decision to work there.

Levels of Impact

Investors -- \$20,000 *Limited to One Annually*

By investing in 12 Oaks Foundation your company will provide a direct impact on children lives. You will help 12 Oaks Foundation help *families stabilize* while a family member is being treated for cancer.

Your investment of \$20,000 will provide direct grants to more than 40 children and their families.

In turn, the Foundation will work with your company to share digital content, print, video and photography highlighting the story about the partnership with 12 Oaks Foundation. **Up to four stories** will be featured in online newsletter, website and on social media and print media reaching up to 4,000 or more impressions a month. *Other unique "cause marketing" opportunities that highlight your company's social responsibility may be developed.* In addition, your company will be:

- Featured as **our top investor** on banner website, listed on each page of our website
- Highlighted as **the event sponsor** at our two major events—Hoops for Hope (1000 participants and audience) and Matt's Miles (250 participants and audience)
- Logo all foundation print materials for the 2017
- Included on all press releases and e-newsletters with link to company website
- Corporate volunteer opportunities
- And other marketing opportunities as agreed to by both parties

Partners – \$10,000

Our Partners ensure that kids get to enjoy the best parts of childhood while dealing with the crisis cancer creates within their families. *By partnering* with 12 Oaks Foundation you ensure children remain supported by their communities within their sport or activity. *So that child, and their parents, have an opportunity to feel normal.*

Your sponsorship of \$10,000 provide grants to at least 20 children and their families.

The Foundation will work with your company to share digital content, print, video and photography highlighting the story about the partnership with 12 Oaks Foundation. **Up to two stories** will be featured in online newsletter, website and on social media and print media reaching up to 4,000 or more impressions a month. Your company will be:

- **Featured on a sponsor** banner on the Foundation homepage
- Highlighted as our **event co-sponsor** at two major events—Hoops for Hope (500 participants and audience) and Matt's Miles (250 participants and audience)
- Logo on all Foundation print materials and website throughout 2017
- Logo included on all e-newsletters with link to company website
- Corporate volunteer opportunities

Advocates \$5,000

Sponsoring at this level makes you an advocate of 12 Oaks and helps us ensure that children impacted by cancer can stay involved with their team or lessons to help ease the inevitable stress.

Sponsorships of \$5,000 provide grants to at least 10 children and their families.

In return, your company logo will be featured:

- Highlighted as our **event co-sponsor** at two major events—Hoops for Hope (500 participants and audience) and Matt's Miles (250 participants and audience)
- Logo on **monthly online newsletter** with link to your company website
- Your company featured in social media four social media posts
- Logo on all Foundation print materials and website throughout 2017

Friends \$2000

Friends of 12 Oaks Foundation help ensure that those children effected by cancer can stay involved with their team or lessons to help ease the inevitable stress.

Sponsorships of \$2000 provide grants to at least four children and their families.

In return, your company logo will be featured:

- Highlighted as our **event co-sponsor** at two major events—Hoops for Hope (500 participants and audience) and Matt's Miles (250 participants and audience)
- Your company featured in social media two social media posts
- Logo on all Foundation print materials and website throughout 2017