



2022

Sponsorship and Partnership Opportunities



**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character / Empowering Youth / Enriching Community

Did You Know...

CLD programs cost us **\$500 per participant**, families are asked to pay \$25 on average meaning CLD has to raise **\$475** PER student who attends.

The quality and value of **CLD's programs are comparable** to other leadership development programs that cost as much as **\$2,000**.

50% of our participants come from referrals - **please refer students** to our programs and services.

CLD's **25+** College and University partners have awarded over **\$30 million** in scholarships to CLD Scholars.

CLD has **partnerships** with 5 Central Indiana private high schools who provide **scholarships** to incoming freshmen. Visit our website to learn more about these opportunities.

CLD's programs depend on **volunteer facilitators** who make commitments lasting between 4 and 13 weeks. **Volunteer today!**

CLD's **values-based programs** are built on our **Principles for Success:** Character Development, Educational Excellence, Leadership Effectiveness, Community Service and Career Achievement.

CLD has over **12,000 Alumni**, and has served over **20,000 students**, and over **50,000 students and families**, through all of its programming.

CLD has over **17 programs** and initiatives in addition to free educational support services such as **free tutoring** and **free guidance counseling**.

CLD is **expanding into under-resourced and underserved neighborhoods** through satellite and in-school partnerships.

CLD's **program pipeline** serves students and families **grades 4th-12th**.

Annually, CLD has to raise **\$2.5M** from **corporations** and the **community** to maintain operations, pay staff, and continue providing exceptional student experiences.

Letter from the President

Dear Partners and Sponsors,

Investing in educational opportunities for Black youth has never been more critical. In Indianapolis, the Center for Leadership Development is leading the way with a proven record of transforming the lives of African American youth and their families in overcoming pervasive challenges.

CLD has worked for 40+ years to prepare Black youth for the highest levels of academic, personal, and professional achievement by equipping them with the tools, character development, values and skills they need to flourish and enrich their communities. Our programs are effective - and growing!

CLD sponsors make a powerful, public commitment to advancing Black youth achievement and addressing the causes and symptoms of despair affecting our greater Indianapolis community. We have space for a robust slate of visionary sponsors in 2022. Will you join us as a Partner or Sponsor?

The enclosed materials share the benefits of supporting CLD's educational mission in 2022.

I welcome the opportunity to have a personal conversation with you about your support; please feel free to contact me at the number or email below.

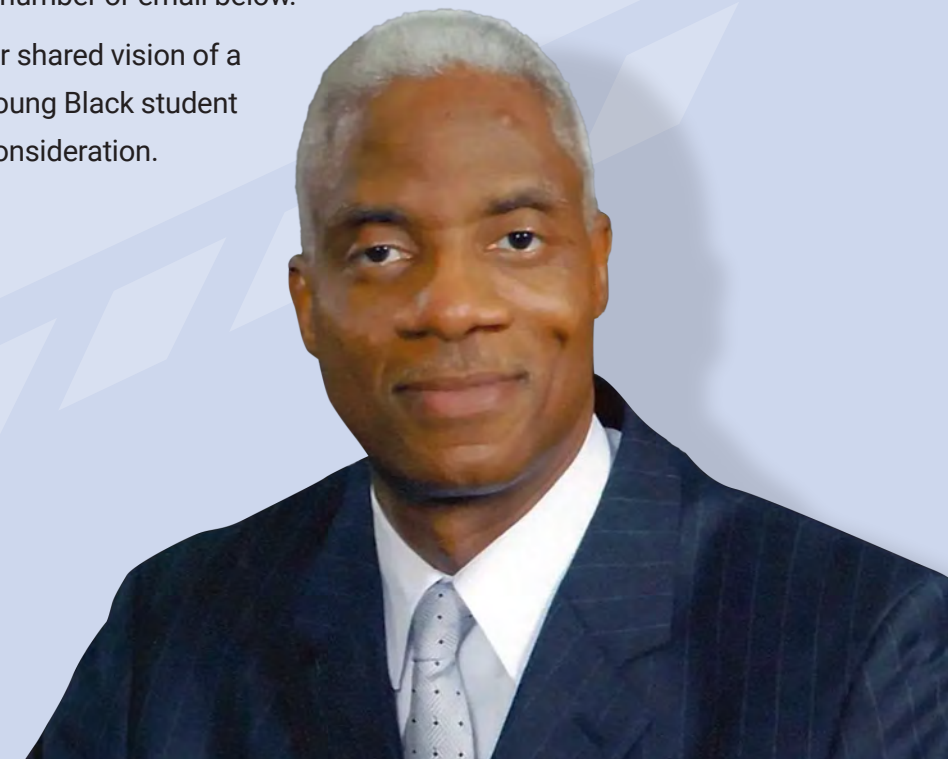
Your partnership will help achieve our shared vision of a bright, empowered future for every young Black student in Indianapolis. Thank you for your consideration.

Yours for the development of youth,



Dennis E. Bland, Esq. CLD '82
President

dbland@cldinc.org | 317.923.8111





CLD/3'D Trophy GOLF OUTING

June 21, 2022

Brickyard Crossing Golf Course

Sponsorship deadline is June 7, 2022

Join us for this fun, leisurely golf outing!

The **17th CLD/3'D Trophy Golf Outing** is a great way to get out of the office, practice your swing and putts and support the CLD mission! With the financial support of sponsors and participants, CLD can continue helping central Indiana's youth meet the challenges they face.



Indianapolis Motor Speedway and the Brickyard Crossing proudly present the **CLD/3'D Trophy Golf Outing**



Sponsor the Day!

EAGLE SPONSOR: \$3,000

- » Three foursome entries (12 players) with lunch included
- » Prominent banner and two hole signs
- » Recognition during award presentation

BIRDIE SPONSOR: \$2,500

- » Two foursome entries (8 players) with lunch included
- » Prominent banner and two hole signs
- » Recognition during award presentation

HOLE SPONSOR: \$1,000

- » Hole signage

FOURSOME: \$800

INDIVIDUAL PLAYER: \$200



Why Partner with CLD?

Partner with CLD and transform African American youth together



The Center for Leadership Development is superbly positioned to impact youth in an extraordinary way.

Motivated by mounting academic and social challenges and inspired by a belief CLD has real answers to overcome these challenges, CLD aspires to establish an exemplary youth organization of unparalleled distinction. You are invited to team-up with CLD to help us drive impact and change.

- Strong mission focus
- CLD Principles for Success
- 44 years of youth development
- 17 enriching programs and experiences
- Logic Model, benchmarks and metrics driven
- Minority Achievers Award & Scholarship Gala
- College Prep Conference
- Golf Outing
- Free Tutoring and Counseling services
- 25 Higher education partners – scholarships
- Diverse stakeholder connection
- High impact and reach - city and state
- Positioned for growth and capacity building
- Longstanding partnerships
- Respected community asset
- Strong public goodwill
- Strong position for scaling and growth
- Influential board of directors

For information about deepening your relationship with CLD through a partnership, please contact one of the following:

Dennis Bland at dbland@cldinc.org,
Melanie Frazier at mfrazier@cldinc.org

Benefits of Collaboration

Ways through which we leverage our partnership to achieve your corporate social responsibility goals.



Marketing and Visibility

Partnership allows a variety of high impact marketing and visibility opportunities through major events, social media and more.



Access to Participants

Opportunity to directly impact over 50,000 students and families impacted by CLD, access to our participants is an ideal opportunity to connect with a historically under-served population. Access to a pipeline of future talent.

- College Prep Conference 500
- Workshops and Initiatives



Strong Community Presence

Provides strong corporate/community presence by partnering with CLD that has over-40 year history of helping African American youth and families.



Corporate Benefits and Employee Engagement

- Tax deductible contribution
- Employee engagement opportunities are ideal for partners who require or desire employee volunteerism to make a difference. CLD has many volunteer opportunities to advance youth in the community.
- Golf Outing

Thank You to Our Partners

Cultivating Character Empowering Youth Enriching Community

For over four decades, the Center for Leadership Development (CLD) has fostered the advancement of minority youth in central Indiana as future professional, business, and community leaders by providing experiences that encourage personal development and educational attainment. Students from 4th grade through high school and beyond learn CLD's Principles for Success: character development, educational excellence, leadership effectiveness, community service, and career achievement. These values have equipped thousands of young people to excel academically, overcome pervasive challenges and enrich their communities.

As always, our impact on youth and their families is possible only with our many partners and sponsors' dedicated and enthusiastic encouragement and financial support. Your generosity helps reduce program fees to a nominal level or, in many cases, at no cost. We believe finances should not stand between families and opportunity, and we are grateful you agree.

We celebrate these corporations, foundations, and educational institutions with gratitude and appreciation for their awareness and dedication to our mission. Together we look forward to transforming many more young lives for decades to come.

Thank you!

We are appreciative of the grantmakers who have furthered the CLD mission

- 3M Foundation
- Arthur Jordan Foundation
- Dollar General Literacy Foundation
- NBA Foundation
- Nicholas H. Noyes, Jr. Memorial Foundation
- Teachers Credit Union Foundation
- The Mind Trust



We proudly recognize the corporations, education institutions, and organizations that partnered with us in 2021 to transform the lives of African American youth and their families together.



African American Youth Need Our Help to Rise

At the Center for Leadership Development (CLD), our vision is to empower Central Indiana African American students to achieve the highest personal, postsecondary, and professional success through comprehensive character, academic, and career development. Additionally, we aspire to help Indianapolis lead the nation in Black youth academic achievement.

CLD's overarching aspiration is to amplify the value of education and expand the circle of Indianapolis African American youth who flourish in the classroom and their higher learning pursuits.

CLD's many enriching programs combat the massive educational and achievement gaps that hinder far too many African American students. As a result, CLD Alumni graduate high school and pursue postsecondary education at higher rates than their peers in central Indiana and statewide. Unfortunately, however, thousands of youth in our community are performing far beneath their great potential. According to the Indiana Department of Education (IDOE):

- 1 Only 51% of African American males graduate high school in four years;
- 2 78% of African American 4th-grade students lack proficiency in reading;
- 3 83% of 4th grade African American males scored below grade level in reading;
- 4 25% of African American students in Indiana received graduation waivers
- 5 23% of African American college students require remediation.

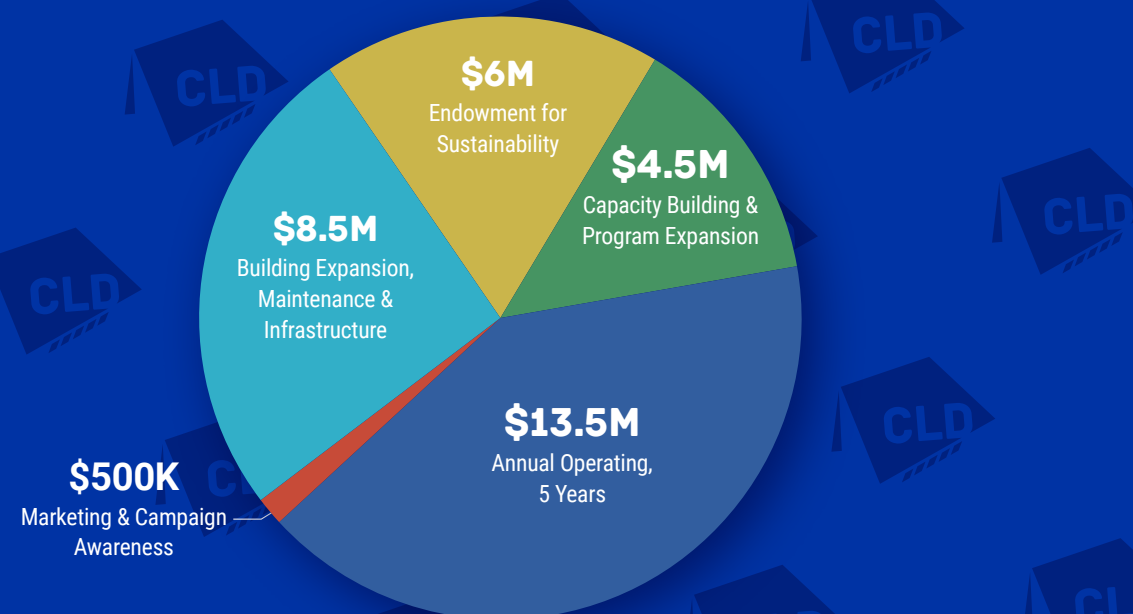
If education is the gateway to personal success, career opportunities, higher incomes, better health, and improved quality of life, then, without intervention, our Black youth and families face bleak prospects. Therefore, for the sake of our youth and our community, we must confront these disparities.

CLD helps students RISE. Collaborating with our K-12, higher education, and corporate/community partners, we will help Indianapolis outspread academic engagement and commitment with Black students throughout Marion County. Additionally, we seek to help grow the number of students achieving honor roll status. CLD has worked for over four decades to equip African American students and parents with the support and educational resources they need to overcome obstacles, flourish and enrich their communities. CLD programs have proven highly effective, and our ability to reach and impact many more students is limited only by our lack of capacity and resources.

CLD's \$33 million Rise Campaign is a bold step to expand our reach to serve lower-income neighborhoods and more Black youth than ever before. With your support, we can help many more students RISE and actualize their immense potential. Together we will achieve our powerful shared vision of many more bright African American students in Central Indiana thriving and succeeding.

As of December 1, 2021, CLD has raised \$27.2M toward our \$33M goal. The Rise Campaign ends December 31, 2022. For more information, please contact Melanie Frazier, CFRE at 317-923-8111 or mfrazier@cldinc.org.

TOGETHER, WE RISE.



\$4.5M Capacity Building & Program Expansion

- » Establish satellite locations in high crime, low income areas across central Indiana
- » Increase annual program participation to 6,500, and services provided to 15,000, annually
- » Hire new staff, provide professional development opportunities and offer competitive salaries and benefits
- » Scale CLD programs and services to meet the need of communities near and far

\$13.5M Annual Operating, 5 Years

- » Follow students starting in 4th grade through college to ensure better preparation and postsecondary completion
- » Establish on-campus groups, services and mentoring support for CLD students attending college
- » Support increased operating expenses

\$500K Marketing & Campaign Awareness

- » Implement a robust communications plan to raise awareness of CLD and its impact
- » Enroll more students and parents in programs and services
- » Increase corporate and community involvement
- » Conduct outreach to engage students in high crime, low income areas

\$8.5M Building Expansion, Maintenance & Infrastructure

- » Expand CLD headquarters by 20,000 sq. ft. to accommodate increased programs and services provided
- » Expand College Prep Institute with updated technology and additional space to enhance youth learning objectives

\$6M Endowment for Sustainability

- » Develop a fund to sustain CLD's mission and expansion for years to come
- » Develop a fund to sustain CLD mission during future, unforeseen or disruptive societal events that can disrupt and dismantle non-profit organizations and their important mission work

CLD



**CENTER FOR
LEADERSHIP
DEVELOPMENT**

Cultivating Character / Empowering Youth / Enriching Community

2425 Dr. Martin Luther King Jr. St., Indianapolis, IN 46208 | 317.923.8111 | cldinc.org