

## Join Our Founder's Circle Your Support Is Most Needed Now, At the Start of Our New Chapter

Beginnings matter.

There comes a time in every young hero's life when they decide to leave the comfort of home and begin their own journey. That time has come for us. Formerly known as Raising A Reader San Francisco, Alameda & Contra Costa Counties, we have recently re-launched our organization as Tandem<sup>TM</sup>, Partners in Early Learning. It is time to fully embrace the changes we have been implementing over the past 13 years to better serve children, families, and educators throughout the Bay Area.



### Who Will You Be In Our Story?

***The Trusted Partner***

"Join Our Journey"  
with gifts over \$5,000

***The Loyal Friend***

"Helping Children Live Happily Ever After"  
with gifts over \$10,000

***The Wise Mentor***

"Guiding Us, Shaping Us, Helping Us"  
with gifts over \$25,000

By supporting Tandem, Partners in Early Learning at this critical time, you are joining community leaders to spark joy and close the opportunity gap for our most vulnerable children. Help us respond to increased community need as we approach our 100,000<sup>th</sup> family served.



All Founder's Circle donors will be celebrated on our Founder's Circle webpage, as a testament for years to come that **when children and families in the Bay Area needed you most**, you responded. Individuals can name their gift for themselves or in honor of a beloved friend, while companies can embed a link to their website. Please see the next page for other benefits.

We are so grateful for the support of partners and friends at this time. As early learning experts, we know that the best way to make lasting change for children is by supporting their brain development in their earliest years. Similarly, **we need your support** in our first year as Tandem! Please contact Julie Barton ([julie@tandembayarea.org](mailto:julie@tandembayarea.org)) to claim your seat in our Founder's Circle.

Sincerely,

Molly Wertz, Executive Director

## Who Will You Be in Our Story?

### The Trusted Partner: Gifts over \$5,000

- “Trusted Partner”-level recognition in 2-page ad in Business Times 2016
- Your company name, logo, and link to website on our Founder’s Circle page

### The Loyal Friend: Gifts over \$10,000

- Choose an event in 2016 to sponsor, with associated benefits and tickets for your staff
- “Loyal Friend”-level recognition in 2-page ad in Business Times 2016, including logo
- Your company name, logo, and link to website on our Founder’s Circle page
- Member of Tandem’s Founder’s Circle certificate for place of business, and/or web badge for website



### The Wise Mentor: Gifts over \$25,000

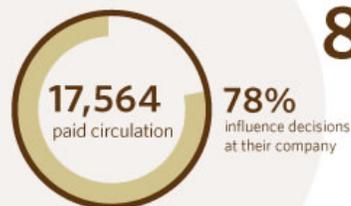
- Sponsor recognition at all three events in 2016, with associated benefits and tickets for your staff
- “Wise Mentor”-level Recognition in 2-page ad in Business Times, including color logo and opportunity for individual message
- Your company name, logo, and link to website on our Founder’s Circle page
- Member of Tandem’s Founder’s Circle certificate for place of business, and/or web badge for website

### Business Times “Giving Guide” Edition

Have your logo printed and your company listed as a supporter in our 2-page ad in the Business Times magazine’s “Giving Guide” edition (September 2016). Reach over 85,000 high-net-worth readers and gain brand recognition for your community support!

#### Business Times Readership Demographics

### Demographics



**85,000** readers



**\$249,000** average household income  
**\$2.1 MILLION** average net worth  
**\$1.6 MILLION** average value of investments

SOURCES: 2014 Readex Subscriber Study; Print subscriber research was conducted by online survey with 343 respondents between January and April 2014. Email subscribers research was conducted by online survey with 292 respondents between May and July 2014. Both studies were fielded by Russell Research, an independent market research consultant. The incentive for participation was a chance to win one of two \$500 gift cards given away nationally.