



EMPOWER YOUTH.



WILLIAMS-FRANKLIN FOUNDATION

CORPORATE SPONSORSHIP PACKET



EDUCATION IS THE MOST POWERFUL WEAPON
WHICH YOU CAN USE TO CHANGE THE WORLD.
--- NELSON "MADIBA" MANDELA
CHANGING GENERATIONS.

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ACADEMIC ACHIEVEMENT.

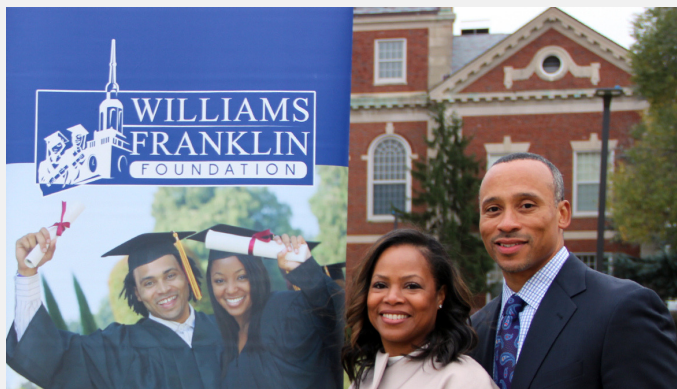
Dear Potential Sponsor,

We formed the Williams-Franklin Foundation in 2014 to devote more philanthropic efforts to the financial needs of Historically Black College and University (HBCU) students. Nearly 90% of Williams-Franklin Foundation recipients come from low-income backgrounds and are not able to financially afford the expenses of college. Thus, we have set forward to "change the trajectory of a student's life" by providing financial assistance in the form of a scholarship. In just a few years, our scholarship foundation has expanded with this year being our first to award 20 college students with a total of \$25,000: 10 students received a \$2,000 scholarship and 10 received \$500 scholarships. These students attend nine different HBCU's. The WFF provides access to networking, mentoring and career/internship opportunities. We plan to continue to change the lives of low-income students with your loyal support and sponsorship.

As we continue to offer scholarships and expand the opportunities to HBCU students, we will need your support. Furthermore, we are always open to partnerships, suggestions, and ideas that will help in launching the foundation forward. The Williams-Franklin Foundation will continue to live by its mission, which in turn will change the lives of students. Hopefully, you will find that our mission aligns with yours and together we can make dreams come true. We are thankful for your sponsorship; we appreciate your support in 2018!

Thank you,

LaShelle & Dwight Franklin
Williams-Franklin Foundation
Co-Founders



www.wmsfranklinfoundation.org

Mission Statement

The mission of the Williams-Franklin Foundation is to provide academic scholarships, business/career networking and mentoring opportunities to HBCU students with extreme financial need.



History

The Williams-Franklin Foundation (WFF) was born out of a true love and personal affiliation with Historically, Black Colleges and Universities (HBCU's). Co-founders, Dwight and LaShelle (Williams) Franklin were both raised to know the importance of "being of service to others". However, this concept was crystalized in the educational and service-driven community at Howard University (HU), their alma mater. Since HU, the Franklins have integrated what they've learned through volunteer work and supporting many charitable organizations.

In recent years, the Franklins began to devote more of their philanthropic efforts to the financial needs of HU students. And, in 2014, they formed the Williams-Franklin Foundation to invite others to align their dollars with their passion for HBCU students. They believe that through collective effort, shared responsibility and meaningful networking, "we can change the trajectory of a student's life". The Franklins used their own seed money to launch the foundation and in a very short time, raised thousands of dollars that has touched the lives of many HBCU students.

The Williams-Franklin Foundation is a fully incorporated non-profit, with 501(c)3 tax exemption status, located in the District of Columbia.

Williams-Franklin Foundation

2019 Annual Goals

- Raise a minimum of \$50,000 to provide academic scholarships for students to assist with graduating from an accredited HBCU;
- Acquire 5 new corporate sponsors;
- Provide \$2,000 scholarships to 20 HBCU students;
- Provide networking, career and professional development events to 100% of our scholarship recipients;
- Provide mentoring opportunities for 50% of the recipients;
- Hire an Executive Director;
- Establish career/internship opportunities for 10% of the scholarship recipients;
- Publish quarterly newsletters; and
- Expand social media presence.

Why Sponsor the Williams-Franklin Foundation?

- Exclusive participation in WFF events and conferences
- Direct access to pre-screened and interviewed college students for internship and employment opportunities
- Opportunity to have direct financial impact on low-income college students
- Pay it forward: an opportunity to give back to communities, specifically the youth, by helping to alleviate financial burdens associated with college
- Opportunity for your company to have an increased presence on HBCU's college campuses
- Company promotional opportunities on WFF website, social media, and marketing materials
- Designate a scholarship in the name of the corporation to promote and highlight product or service sold by corporation
- Ability to designate a scholarship for an eligible HBCU student already known by corporation
- Corporate matching opportunities

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Williams-Franklin Scholarship Recipient Testimonials

"I would like to take the time to thank the Williams-Franklin Foundation for issuing me a scholarship for the 2018-19 school year. Not only will this scholarship give me ease of mind in regards to my financial bill, but will also help me finally begin structuring my budget for a study abroad trip. Because of this scholarship, I will have the opportunity to travel with a few of my fellow classmates to Dubai, in December, where we will tour and network with various financial services entities in the country." ***Jordan Randle, 2018 Awardee***

"Receiving the Williams-Franklin Foundation scholarship was an immense blessing. It allowed me to continue my athletic and academic career at The Mecca where both Ms. LaShelle and Mr. Dwight graduated from. I am very thankful and wish to see the foundation grow more and more as years past!" ***Zuri Godfrey, 2018 Awardee***

"This scholarship helped me a lot financially to offset yearly costs at Hampton University. Those who give back to their community inspire others to continue to give back because of scholarships like these. The WFF has helped put less stress on my parents and I towards my tuition. I look forward to reciprocating my appreciation by continuing to work hard and reach my goals in school." ***Kobi Henson, 2018 Awardee***

"I am grateful the Williams-Franklin Foundation has helped me achieve a milestone in my academic pursuit. With great honor, dedication and passion to pursue my education, I am blessed to be one of the awardees of the Williams-Franklin Foundation. I am inspired to continue to work harder and help the foundation understand I have been impacted by them. Bravo!! Williams- Franklin for creating a foundation that seeks to inspire and help students achieve academic excellence across the United States. Thank you." ***Amy Boima Challe, 2018 Awardee***

How Will Your Sponsorship Funds be Utilized?

- Provide academic scholarships to HBCU students
- Expand operations, administrative and marketing activities
- Establish career and professional development programs
- Hire an Executive Director
- Hire 1 support staff to assist with operations, program development and marketing

Benefits of Sponsorship

- Company name/logo published on the Williams-Franklin Foundation website and social media, and publicized during fundraising events
- Recruit to WFF awardees for internship and job opportunities
- Acknowledged as a corporate sponsor during WFF events
- Distribute marketing collateral at WFF events
- Display marketing collateral at WFF events
- Post career, networking and job openings on the WFF social media platforms and newsletters

Williams-Franklin Foundation

Annual Events

- Annual Cocktail Reception
- Scholarship Awards Ceremony
- Lecture Series



The Annual Cocktail Reception serves as the foundation's primary fundraiser; however, we do accept donations at every event. Furthermore, the events serve a dual purpose with offering networking opportunities for awardees as well as invited HBCU students.

In 2019, the WFF plans to further develop career and professional development programs for awardees by hosting events, seminars, and group discussions.

Thank You to Our Current Top Partners

Corporate Sponsors

Platinum Sponsor (\$10,000)

Bank of America

Gold Sponsor (\$8,000)

N/A

Silver Sponsor (\$5,000)

12 Days of Christmas

Bronze Sponsor (\$2,000)

GK & Assoc/Podium Prose

Copper Sponsor (\$1,000)

Apprio, LLC

Graham Technologies, LLC

Ivy Planning Group LLC

KBPO Solutions

KL and Associates

Premium Title & Escrow, LLC

Professional Management Consulting Services, LLC

Public Performance Management

Spectrum Management

TD&P Consulting, Inc.

Virtual Enterprise Architect

Individual Sponsors

Platinum Sponsor (\$2,000)

J.R. Clark

Gold Sponsor (\$1,000)

Aziza & Jawara Gibson-Hunter and Family

Duane Hale

Kenneth Brewer, Sr.

Dr. Michele Dozier

Paul Love

Sharon Giles

Silver Sponsors (\$500)

Brett and Tiffini Green

Cober Johnson & Romney Nicole Cober

Karen & Larry McAdoo

Lisa & Tony Washington

Lynne Lightfoote

Rebecca Weiner

Sirene Botanicals

Tashai and Ron Little

Sponsor Testimonials

"Public Performance Management (PPM) believes in the power of giving back to the community. The ability to aid a young person in need is critical to shaping future leaders. PPM gives because it's our passion and corporate responsibility. PPM believes that giving makes a difference!" ***Shayleen Spencer, COO of Public Performance Management***

**PUBLIC PERFORMANCE MANAGEMENT**

"We have enthusiastically supported the Williams-Franklin Foundation and plan to in the future! Most of us at KL Associates were first generation in our family to attend college and are proud graduates of Historically Black Colleges & Universities (HBCU's). We know first hand the struggle of financing a college education .We also know the important role that HBCU's serve in today's society and the value that they offer our young people. We encourage you to join us in supporting the foundation and making a difference in a student's ability to continue their education." ***Karen & Larry McAdoo, KL Associates***

**KL ASSOCIATES**

"The majority of babies in the U.S. are now black and brown. They are gifted, talented, and the next source of talent for our nation. But will they reach their potential? Now we must mitigate the impact of systemic racism to unleash that talent. Ivy Planning Group proudly supports the Williams-Franklin Foundation because we know the power of opportunity, and the important role that Historically Black Colleges and Universities play in educating our next generation of leaders. Janet and Gary Smith, owners of Ivy Planning Group, are proud to support this important effort." ***Janet & Gary Smith, Ivy Planning Group***

www.wmsfranklinfoundation.org

Thank you for your interest in the Williams-Franklin Foundation sponsorship opportunities.

Online payments can be made at

<http://www.wmsfranklinfoundation.org/donate.html>

Please make all checks payable to:

The Williams-Franklin Foundation
4401-A Connecticut Ave. NW
PMB 301
Washington, DC 20008

Our team may assist you in customizing a sponsorship that best fits your budget.

Corporate Sponsorship Representative

LaShelle D. Franklin, Esq.
Williams Franklin Foundation
Co-Founder
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www.wmsfranklinfoundation.org

