

~ The Benefits ~

“In today’s cause-conscious era, nearly 90% of U.S. consumers say they would switch from one brand or vendor to another if the other were associated with a good cause.”

~ Entrepreneur, February 2008

1. Your corporation will receive visibility, and linkage, at [The Camp*aign](#) website. Individuals moved by your commitment to the well-being of children – and country – will be encouraged to do business with you.
2. Reference will be made to Corporate Sponsorships in local [Camp*aign](#) mailings to help your company recruit new and retain current clients.
3. As a Corporate Sponsor, testimonials of children who have benefitted from your sponsorship of [The Camp*aign](#) will be available for publication in your communications tools.
4. Affiliation with [The Camp*aign](#) may be highlighted in the your promotional literature as a means of attracting new clients.
5. Your corporation will receive recognition and visibility during any local [Camp*aign](#) event and event-related media promotions.
6. Your corporation may wish to add a [Camp*aign](#) link to its web site as a way of demonstrating its commitment to the well-being of the youth of our country.

(Rev.9-417)

~ The Provisions ~

1. The Corporate Sponsor may serve as a “local [Camp*aign](#) contact point” for the members of its community.
2. A representative from the sponsoring corporation may serve as a member of [The Camp*aign](#)’s National Advisory Council.
3. There shall be only *one lead* corporate sponsor in any given metropolitan area.
4. A gift of \$10,000 or more is suggested if *exclusive* sponsorship is preferred.
5. An annual gift of \$1,000 or more is suggested for an *inclusive* Corporate Sponsorship.
6. Corporate Sponsorship may be terminated at any time at the discretion of either party.
7. The term of the Corporate Sponsorship shall extend for twelve months and, per mutual agreement, may be renewed.

~ Application ~

Company Name

... wishes to become a Corporate Sponsor of [The Camp*aign](#) for [American Kids](#).

- Exclusive area sponsorship (\$10,000).
 Inclusive sponsorship (\$1,000).

Signature _____

Name _____

Position _____

Date _____



BECOMING A CORPORATE SPONSOR

~ A Difficult Situation ~

On February 14, 2008, Valentine's Day, a young man kicked through a door at Northern Illinois University and began shooting, killing or wounding as many students as possible before taking his own life. This was the fourth shooting at a U.S. school within a week.

Such public expressions of violence, anger, frustration, isolation and hopelessness among youth are now at an all time high.

Americans are asking, "What in the world is happening to the youth of our country!? When did such behavior in schools and disrespect for teachers begin? Why is such violent imagery used by the media to influence even the youngest of our children? What can be done about it?"

A teacher in Massachusetts reports that, "The situation in schools now has become so difficult *that some days it's more like taming lions than teaching kids.*"

Social service institutions are simply overwhelmed. The youth programs of our churches are struggling. Parents desperately need help and are at their wits' end as to what to do and how to cope.

Our helping institutions – public schools, churches, social services – are certainly not to blame. On the contrary, they too have been crippled by the corrosive forces at work in modern society.

~ A Dynamic Solution ~

There are *hundreds* of Joint Outdoor~Ecumenical Youth programs, or **Joey**s, throughout our country. They are in every state, and represent virtually every faith tradition, including Protestant, Orthodox, and Roman Catholic.

While no two **Joey**s are exactly alike, they all share the common goal of character building. Studies reveal a direct connection between children who attend **Joey**s and individuals who are solid, balanced and well-adjusted. **Joey** kids are simply more likely to avoid a path leading to a life of ruin.

The Mission

To enable children to withstand the forces that have led to *record levels* of school shootings, incarcerations, violence, dropouts, and suicides among our nation's young people.

The Goal

To *double* the number of children attending **Joey**s over the next ten years.

Please visit www.ForAmericanKids.org or, phone (804) 928-6222 today for more.

~ A Proven Strategy ~

An old adage states, "It is better to build a fence at the top of a cliff, than to put an ambulance at the bottom." With respect to innocent children, these words carry an even greater sense of urgency.

Because the number of youth in crisis is increasing at an increasing rate, **The Camp*aign for American Kids** concentrates on *pre-habilitation* rather than rehabilitation. For when it comes to the lives of innocent children, *an ounce of prevention can help avoid years of unnecessary heartache.*

The Camp*aign for American Kids believes that there is no greater work of charity on earth than prohibiting a lifetime of tragedy from ravaging the heart of a little one.

The Camp*aign affiliates with over 100 **Joey**s nationwide, at least two per state, representing 25 different, but cooperative, faith traditions. **The Camp*aign** consists of three interrelated programs:

1. Education & Outreach
2. Information & Referral
3. Camp*ership Assistance

Joeys teach youngsters to, "run like the wind from a lifetime of sadness."
"**Joey** is a kid's best friend!"

America's **Joey** network is the only configuration of its kind in the U.S. with the capacity to empower children – *by the tens-of-thousands* – before they become injured by pressures that have broken so many lives.