



1911
INITIATIVE®

WHO WE ARE

1911 Initiative® has assisted college bound teens, by providing financial stipends and scholarships, to alleviate student burdens at the beginning of their college careers.



CORTLAND CAMPBELL
EXECUTIVE DIRECTOR, FOUNDER

At the 1911 Initiative®, our vision is rooted in the belief that every student deserves equal opportunities for greatness, regardless of their background. We are committed to dismantling the barriers that hinder the educational and personal growth of disenfranchised youth and young adults in Chicagoland. Our mission is clear: to disrupt inequitable social constructs by providing educational scholarships, mentorship programs, and essential support services. Through strategic partnerships we aim to empower our young scholars to become future leaders who will positively impact their communities. Our approach goes beyond traditional fundraising; our fundraising events unite our community in celebration and purpose, rallying together to uplift and support the next generation of change-makers. Join us as we strive to create a world where dignity and opportunity are accessible to all.

BOARD MEMBERS



**SHERRI
JAMES**



**CHRISTOPHER
AVENT**




**DARYL
SMITH**



**MICHAEL
BIRCHETT**



**JEFFREY
TIMMS**



Of Chicago residents who are 25 years or older, just **12.6%** of African Americans have undergraduate degrees, compared to more than 37% of white residents.

35% of Chicago Public School students are African American.



College enrollment from Chicago's predominantly African American high schools ranged from **33% to 86%**, with a median enrollment percentage of **57.9%** for these schools.

2 of 10 African American female students and **3 out of 10** African American male students will not complete high school.

The **average federal student loan debt in the U.S. is about \$37,090**, with federal loans accounting for roughly 92% of all student loan debt.

The racial wealth gap creates inequities in higher education and perpetuates trends whereby **Black students carry more debt.**

Join forces with the 1911 Initiative® in combating the alarming education statistics facing minority students in Chicago. Together, we can make a tangible difference by providing crucial support and resources to empower these students to excel academically and beyond. Your partnership will not only transform individual lives but also contribute to building a brighter, more equitable future for our community as a whole.

OUR IMPACT

We collaborate with both local community members and organizations to identify promising young scholars. Through our collective efforts, we raise funds to offer educational scholarships, mentorship programs, and support for basic needs fulfillment, empowering these students to thrive academically and personally.



We're thrilled to announce our commitment to not only raising funds for minority students in Chicago but also taking a more hands-on approach in distributing these vital resources. Beyond just financial support, we believe in the power of direct engagement and personalized assistance to ensure that every student receives the guidance and resources they need to succeed. Through our expanded approach, we will actively connect with students, understanding their unique challenges and aspirations, and provide tailored support such as educational scholarships, mentorship opportunities, and assistance with basic needs. By fostering a more holistic and personalized approach, we aim to empower students to overcome obstacles and achieve their full potential. Join us as we embark on this journey of empowerment and transformation, one student at a time.

DISTRIBUTION PARTNERS

2022	Katalyst Kohorts
2021	The Khaan Foundation
2021	The Sean Haley Foundation
2020	AGB Foundation
2019	Greenwood Project
2018	Krimson Technology Group
2017	Fishin' Buddies

OVER \$40,000 GIVEN

OUR PATHWAY

Our scholarship recipients will embark on an enriching four-year mentorship program tailored to foster career readiness and connections. Through personalized guidance and support, they'll receive invaluable insights and networking opportunities essential for their professional growth. With dedicated mentors by their side, scholars will be equipped to navigate their academic journey and emerge as confident, career-ready leaders in their respective fields.

**Care Packages:**

Provide stress-relief items like squeeze balls and coloring books.

Affirmational Messages:

Send weekly texts for encouragement

Supportive Network:

Encourage students to connect with each other.

Mentor Check & Connect: Monthly check-ins to discuss time management, social life, resources, and involvement, exploring study abroad, summer school, employment, volunteering, and resume updates.

**Mentor Check & Connect with Scholars:**

Monthly to set up LinkedIn profiles, explore college major options, and explore relevant entry-level employment, volunteer, college programs, or classes as summer options.

Mentor Check & Connect with Scholars:

Monthly to update their resume, prepare for Junior year internship interviews by researching companies, coming up with questions, connecting on LinkedIn with perspectives, and writing thank you emails. As well as graduate school mock test exams and securing a summer internship related to their interest of study.

**Mentor Check & Connect with Scholars:**

Regarding graduation eligibility review, explore post-graduation plans.



OUTCOMES

72% OF OUR SCHOLARS GRADUATED WITHIN SIX YEARS OF RECEIVING THEIR FIRST SCHOLARSHIP AND SECURED EMPLOYMENT

80% OF OUR SCHOLARS WERE PLACED IN AN INTERNSHIP OR PAID WORK EXPERIENCE

OUTCOME #1:

95% OF OUR YOUTH RECEIVE >15 HOURS OF MENTORING PER YEAR

OUTCOME #2:

85% OF OUR YOUTH PLACED IN AN INTERNSHIP OR PAID WORK EXPERIENCE

OUTCOME #3:

80% OF YOUTH SECURE EMPLOYMENT AFTER ONE YEAR OF GRADUATION

OUTCOME #4:

80% OF YOUTH COMPLETE UNDERGRADUATE DEGREES WITHIN 4-6 YEARS

OUR EVENT REACH

1911
INITIATIVE®



Young professionals 40-60 years of age; professional arenas such as real estate, marketing, advertising, fitness, consulting, technology, and entrepreneurship



700+ Email List



Attendees hail from Chicago south side and suburban communities + Atlanta, California, DC, Memphis, Michigan and Texas



Position your brand alongside a prominent and well-connected nonprofit in Chicago with the 1911 Initiative®. Our extensive reach and strong community ties provide an unparalleled platform for companies seeking heightened visibility and meaningful connections. Join us in making a lasting impact while gaining valuable exposure for your brand among our diverse and engaged audience.

LEVELS OF IMPACT

TOGETHER we can make a difference.

HELP US BE A FORCE FOR GOOD!

✉ contact@1911initiative.org
🌐 www.1911initiative.org

INDUSTRY OPPORTUNITIES

- Insurance
- Technology
- Food & Beverage
- Retail
- Manufacturing
- Marketing
- Transportation
- Construction
- Financial
- Real Estate
- Media
- Small Business

SCHOLARS PARTNER - \$5K

- Interactive Brand Booths: Showcase your brand with interactive booths, providing guests with engaging experiences and opportunities for direct interaction during the event.
- Verbal Acknowledgement: Enjoy prominent verbal recognition at the event, with your brand name announced and highlighted throughout the program, ensuring heightened visibility and appreciation from attendees.
- Pre-Event Activation: Participate in pre-event activations such as social media campaigns or promotional activities, maximizing exposure and anticipation leading up to the event while engaging with the audience beforehand.
- Exclusive Meet-and-Greets: Sponsorship includes exclusive meet-and-greet opportunities with key speakers or VIP guests, allowing for personal interaction and relationship building in a more intimate setting.
- Customized Giveaways: Offer branded giveaways or samples to event attendees, providing a tangible way to engage with your brand before, during, and after the event, leaving a lasting impression on guests.

IN-KIND PARTNER

- Showcase your products or services during the event through in-kind sponsorship, allowing for seamless integration into the event experience and providing guests with a tangible connection to your brand.
- Contribute to event or scholarship gift bags ensuring visibility and recognition among attendees while showcasing your support.

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ESTABLISHED PARTNERS

- 20 Pearls Party Decor
- Unconquerable Security Solutions
- Chicago Bug Police Pest Control Services
- Lovejoy's Bloody Mary Mix
- Playpen Premium Vodka
- Retro Grill Restaurants
- Bronzeville Soul Restaurant
- Krimson Technology Group

PLATINUM PARTNER - \$10K

Includes Silver Partner Benefits +

An aligned brand presence throughout A Stone Cold Groove® Events

- Showcase your brand prominently throughout the event venue, including banners, signage, and digital screens, ensuring maximum exposure to attendees.
- Tailor your sponsorship package to align with your specific marketing goals and budget

SILVER PARTNER - \$7.5K

Includes Scholar Partner Benefits +

- Enjoy event recognition on select marketing materials to include logo/brand presence on gift bags, tables or activation areas
- Showcase your products or services through strategic product placement opportunities during the event, allowing for direct interaction and engagement with attendees.
- Treat your team or clients to an unforgettable VIP experience, complete with a reserved table, access to lounges, and personalized hospitality services.
- Elevate your brand's visibility and enhance lead-generating opportunities with exclusive access to gather valuable data and physically distribute your brand to our esteemed guests and members.

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ANNUAL IMPACT

- Scholarship Awards in Spring
- Outreach Event in Fall
- Community Socials in Fall & Spring

PRESENTING PARTNER - \$25K

Annual Mission Partner

Includes Diamond Partner Benefits +

An aligned brand presence throughout A Stone Cold Groove® Events and outreach opportunities

- *Showcase your expertise and thought leadership through speaking opportunities at our events. Deliver keynote addresses, participate in panel discussions, and lead workshops within our annual program. Position your organization as a trusted authority and engage directly with our audience.*
- Take advantage of exclusive outreach opportunities to engage with our community and stakeholders. Participate in networking events to connect with potential customers, influencers, and decision-makers to build valuable relationships.
- Enhance your recognition by presenting our scholarship awards. Your organization will be prominently featured in our award ceremonies and press releases showcasing your commitment to excellence.

DIAMOND PARTNER - \$15K

Includes Platinum Partner Benefits +

- Enjoy event year round recognition within our program execution, speaking events and outreach
- Gain exclusive access to attendee lists, allowing you to connect directly with potential customers and partners before, during, and after the event.
- Access post-event analytics and reports, providing valuable insights into attendee demographics, engagement metrics to inform future marketing and follow up strategies



ANY QUESTIONS?

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