

*The Twenty Pearls Foundation, Inc.*  
An Affiliate of Alpha Kappa Alpha Sorority, Inc.  
Tau Epsilon Omega Chapter

## **Sponsorship Levels**

***My company/organization will participate in The Twenty Pearls Foundation, Incorporated's Annual Scholarship and Service Fundraiser through:***

❑ **Platinum Sponsorship, \$5000**

- Premier Table (10 seats)
- Full page ad in the souvenir journal
- Recognition at event and on social media pages
- Listing on Foundation website
- Event signage at gala
- Opportunity for company advertisement and giveaways at the gala
- Company/organization name included in all press packages and advertising
- Opportunity to partner on a community service project

❑ **Gold Sponsorship, \$2500**

- Premier seating (5 seats)
- Full page ad
- Recognition at event and on social media pages
- Listing on Foundation website

❑ **Silver Sponsorship, \$1250**

- Event seating (3 seats)
- Half page ad
- Recognition at the event and on social media pages
- Listing on Foundation website

❑ **Bronze Sponsorship, \$650**

- Event seating (2 seats)
- Quarter page for A Hush Affair
- Recognition at the event
- Listing on Foundation website

***Please submit sponsorship/ad payments by September 21, 2018.***

*Checks should be made payable to:*  
***The Twenty Pearls Foundation, Incorporated***  
*P.O. Box 90351*  
*East Point, GA 30364-1084*



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## Commitment Form

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**YES!** We will sponsor the **2018 A Hush Affair Silent Auction and Gala** as a:

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Sponsor: \$5,000 | <input type="checkbox"/> Silver Sponsor: \$1,250 |
| <input type="checkbox"/> Gold Sponsor: \$2,500     | <input type="checkbox"/> Bronze Sponsor: \$650   |

If your organization chooses not to participate at the various sponsorship levels provided, but would still like to show support, please consider purchasing individual tickets or advertisements in our souvenir journal or making a monetary donation.

**YES!** We will contribute to the 2018 **A Hush Affair Silent Auction and Gala** by purchasing:

- |   |   |
|---|---|
| <input type="checkbox"/> Individual tickets: \$65 each  | <input type="checkbox"/> Quarter page advertisement: \$55 |
| <input type="checkbox"/> Premium inside front, inside back or back cover advertisement: \$175 | <input type="checkbox"/> Business Card: \$20              |
| <input type="checkbox"/> Full page advertisement: \$125                                       | <input type="checkbox"/> Patron: \$10                     |
| <input type="checkbox"/> Half page advertisement: \$85  | <input type="checkbox"/> Donation                         |

**YES!** We will contribute to the 2018 **A Hush Affair Silent Auction and Gala** by making the following donation of an item for the auction (please include the value of donated auction items):

\_\_\_\_\_  
\_\_\_\_\_

Please return checks/money order and the completed sponsorship/commitment form by **September 21, 2018**.

Please place AHA 2018 in the subject line.

We can create an advertisement for you or you may submit an advertisement to us for inclusion in our souvenir journal. If you are submitting an ad to us, please submit the ad according to the following specifications:

- Full Page: 9"x 11-1/2"      Half Page: 9"x 6" (H)      Quarter Page: 4-1/2" x 6" (V)
- Ads will be accepted in the following formats: *jpg, pdf, tiff, eps only*; resolution of 300dpi; CMYK color
- Full bleeds are available for full page and half page ads; 1/2" should be added to border for bleed.
- Photos provided should be clear, high quality and submitted via email (scanned).
- For ads that require layout services, please add an additional fee of \$10.
- Ads should be emailed to: [ahushaffair@the20pearlsfoundation.org](mailto:ahushaffair@the20pearlsfoundation.org)
- Ad Deadline: **September 21, 2018**

Checks should be made payable to:  
**The Twenty Pearls Foundation, Incorporated**  
P.O. Box 90351  
East Point, GA 30364-1084

**If you are interested in donating an auction item or making an in-kind donation, please respond to [ahushaffair@the20pearlsfoundation.org](mailto:ahushaffair@the20pearlsfoundation.org) to arrange for your donation to be secured.**



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## Program Target Areas

### ***“Launching New Dimensions of Service”***

*Dorothy Buckhanan Wilson, International President  
Alpha Kappa Alpha Sorority, Incorporated*



Service is the heart of Alpha Kappa Alpha Sorority, Incorporated. The Twenty Pearls Foundation, Inc., and Tau Epsilon Omega Chapter strive to provide relevant, quality service programs to the citizens of East Point and College Park, Georgia.



#### **Educational Enrichment Programs:**

The **ASCEND** program is a mentoring program for teenagers focused on Achievement, Self-Awareness, Communication, Engagement, Networking and Development Skills for high school students by hosting monthly workshops emphasizing these skills.

The **AKAdettes** program is a mentoring program that promotes the holistic development of middle school girls through Leadership, Confidence Building, Volunteering, Career Planning, Social Awareness and Financial Empowerment by hosting monthly workshops emphasizing these skills.

The **One Million Backpacks** initiative is in support of students having adequate backpacks and school supplies throughout the school year. The yearly goal for this effort is to donate and distribute at a minimum 100 backpacks and related school supplies to students.

**Think HBCU** highlights HBCUs and their national contribution to our society through education, engagement and advocacy, showcasing HBCUs as a critical venue for moving students to and through college.

#### **Health Promotion Programs:**

**Alzheimer's Disease** and Caregiver Support Program including Caregiver Support Fair and The Longest Day Observance.

**Stroke and Heart Disease Awareness** to promote stroke prevention awareness with emphasis on hypertension management, diet, and exercise.

**Mental Health** brings attention to the importance of mental wellness as well as mental illness among diverse populations with low utilization of mental health services.





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**Family Strengthening Programs:**

**Childhood Hunger Initiatives** focuses on providing food to families that include children and include Childhood Hunger Awareness Day, Blessings in a Backpack, Elementary and Middle School Snack Pantries, Thanksgiving meals and Mission to Haiti.



**Family Seasonal Wraps** focuses on making sure families have access to appropriate seasonal clothing or supplies and includes Angel Tree and Winter Wear Distribution.

**Fiscal Responsibility Programs:** Focuses on educating families on financial literacy, home ownership, and entrepreneurship initiatives. Events include Women's Entrepreneur Roundtable and Small Business Week Observance.



**Environmental Ownership Programs:**

The **AKA 1908 Playground Project** ensures that children have safe and inviting places to play. We are charged with restoring and renewing playgrounds. Our major local partner is Fulton County, which is currently renewing its parks and our efforts includes the 1908 Playgrounds Mobilization Day and Fulton County Park events.

The **Acts of Green** program promotes environmental sustainability by encouraging recycling, litter prevention and waste management through daily green efforts in local communities includes Local Recycling Efforts, Community Shred-It Event and Arbor Day Plant a Tree.

**Global Impact Programs:**

Focus on the UNA-USA Global Classrooms Projects as a component of ASCEND and promotes awareness and support of Africare including United Nations Association, Africare donation and Little Dresses for Africa.



*In 2017, the Twenty Pearls Foundation and Tau Epsilon Omega Chapter committed **5,535 hours of service** to the citizens of East Point, College Park, and unincorporated South Fulton County. The funds generated from our annual fundraising efforts will be used to fund scholarships to deserving students and the implementation of service projects in 2019. Corporate sponsorships further enable our organization to extend its service arm to the community and abroad.*



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## 2017 Community Outreach Programs

AKA 1908 Playground Project Mobilization Day - Mary Shy Scott Memorial Park

ACS: Relay For Life - South Fulton Atlanta

ACS: Making Strides Against Breast Cancer

American Heart Association: Pink Goes Red - Heart Month Impact Day

AID Walk Atlanta 5K Run/Walk - Phone Banking

AIDS Walk Atlanta 5K Run/Walk

AKAdette Mentoring Workshop (Ivy Akademy) - Camp Creek Middle School **(8 Sessions)**

AKAdette Service Project - Metro Atlanta Urban Farm

ALA - Georgia - Fight for Air Climb

ALA- GA Camp Breathe Easy Send-off - Carver Family YMCA

ALA-GA Lung Force 5K Run/Walk

Arbor Terrace Cascade Residence Center Greek Holiday Social

Area AIDS Outreach Initiative (AAOI)

ASCEND / ThinkHBCU Panel Discussion - Westlake High School

ASCEND Community Service Event - USO  
Community Service Project: Care Packages for the Troops

ASCEND Community Service Event - Arbor Terrace Cascade Residence Center

ASCEND Workshop - Camp Creek Middle School **(5 Sessions)**

Atlanta Ice Cream Festival - Piedmont Park

Back 2 School Bash: Health Promotions Table/Think HBCU Awareness Table - Cliftondale Church

Back to School Jam at Greenbriar Mall

Blessings In a Backpack - Asa Hilliard Elementary School **(Monthly for 60 Students at 6 schools)**

Camp Creek Middle School Beautification Day

Camp Creek Middle School Fun Run

City of College Park Police Department - National Night Out

City of College Park- Kids Fest

Clark Atlanta University Inclusion Conference

College Park Back to School Bash

College Park Health Care Center Christmas Celebration

Community Impact Day - MLK, Jr. Day On Not OFF - Metro Urban Farm Atlanta

Community Impact Day - MLK, Jr. Day On Not OFF - Women of Gilgal, Inc.

Community Impact Day - MLK, Jr. Day On Not OFF - Stonewall Tell Elementary School - College Park, GA

Community Impact Day - MLK, Jr. Day On Not OFF - Women of Gilgal, Inc.

East Point Fire Dept. 12th Annual Community Expo

East Point Main Street Association - Spring Festival - Taste of East Point

Federal Contracting Program Workshop

First Ever HBCU STEM Summit

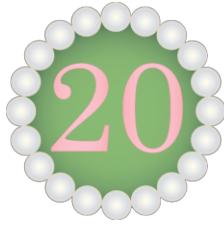
Frank Ski Kids Foundation Youth Bowl XIV

Fulton County Division of Family & Children Services - Back to School Community Health Fair

Global IMPACT: Books for Africa

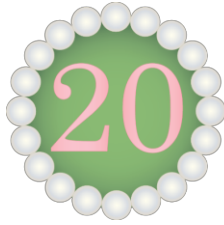
Global Impact: Community & Family Yoga @ Greenbriar Mall Macy's Main Event Stage





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Greenbriar Mall's Annual Day of Giving Holiday Giveaway Event	STEM Mentoring Program at Westlake High School
Hamilton Holmes Elementary School Fall Festival	TEO/AKA – Atlanta Community Food Bank Hunger Run/Walk
HBCU Alumni Alliance 5K-10K Run/Walk	The Alzheimer's Association Walk to End Alzheimer's
June Community Impact Day: The Longest Day, HJC Bowden Senior Center	The Gate City Lodge #42 Mason Lodge Community Impact Day
June Community Impact Day: The Longest Day, Arbor Terrace Cascade Residence Center	The Jumpin' Jimmie READ-IN Tour
June Community Impact Day: The Longest Day, College Park Health Center	The Live-In Studio Volunteer Shift at GPB
Kappa Alpha Psi Fraternity, Inc. - Atlanta Alumni Chapter - 14th Annual Health Fair	Think HBCU - National Black College Alumni Hall of Fame
Keep East Point Beautiful - Shred It Event	Think HBCU - Next Step Education Foundation's 4th Annual College, Career and Services Fair
Keep East Point Beautiful (KEPB) - Brainstorming: Children's Water Festival	Tracey Wyatt Recreation Center Annual Toy Giveaway
Metro Atlanta Founders' Day Community Service Event	Tracey Wyatt Recreation Center Turkey Giveaway
Metro Atlanta Urban Farm Fall Festival	Tri-Cities High School Career Day
Miss College Park Healthcare Center Pageant	Tri-Cities Clothing Closet Collection - Woodland Middle School ( <b>2 Sessions</b> )
NAMI Walk for Mental Health - Kickoff Luncheon	Voter Registration / Education (VRE) Drive - Greenbriar Mall ( <b>9 Drives</b> )
NAMI Walk for Mental Health - 5K Walk	Voter Registration and Education Drive - Tri-Cities High School
National Association for College Admission Counseling (NACAC) College Fair at the Georgia International Convention Center	Voter Registration Drive - Westlake High School
National Black Child Development Institute's 47th Annual Conference	Wellspring Living Beautification Day #1 - South Campus
Read Across the Curriculum - Continental Colony Elementary	Wellspring Living Beautification Day #2 - South Campus
Salute to the Red, White & Blue - Downtown East Point	Wellspring Living Holiday Celebration
Seasonal Wraps - Tri-Cities High School Clothes Drive (Clothes Sort)	Westlake High School STEM Mentoring Program
Seasonal Wraps: Scarves and Blankets Crafting Session	Women's Safety Forum - Tracey Wyatt Recreational Center
Service Juris - Hands on Atlanta	Women of Gilgal, Inc. - Professional Coaching
SoopaFitt Health Expo and Street Festival	Tri-Cities High School Career Day



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Tri-Cities Clothing Closet Collection - Woodland Middle School **(2 Sessions)**

Voter Registration / Education (VRE) Drive - Greenbriar Mall **(9 Drives)**

Voter Registration and Education Drive - Tri-Cities High School

Voter Registration Drive - Westlake High School

Wellspring Living Beautification Day #1 - South Campus

Wellspring Living Beautification Day #2 - South Campus

Wellspring Living Holiday Celebration

Westlake High School STEM Mentoring Program

Women's Safety Forum - Tracey Wyatt Recreational Center

Women of Gilgal, Inc. - Professional Coaching



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## 2018 Community Outreach Programs

18th Atlanta Area Outreach Initiative (AAOI)  
Conference - Metropolitan Atlanta HIV Health  
Services Planning Educational Forum  
Atlanta Community Food Bank Hunger Walk/Run

Children's Water Festival  
ACS: Relay For Life - South Fulton Atlanta  
AKA Snack Pantry - Woodland Middle School  
and Hamilton Holmes Elementary School  
AKA 1908 Playgrounds - H.E. Holmes  
Elementary and Wolf Creek Elementary Field Day  
AKA 1908 Playgrounds Favor House - Kaboom  
Beautification & Clean Up  
AKA 1908 Playgrounds Favor House - Kaboom  
Playground Dedication  
AKAdettes Mentoring Workshops (Ivy AKAdemy)  
Camp Creek Middle School **(4 Workshops)**  
Alzheimer's Caregiver Support Group  
American Lung Association Georgia - Fight for Air  
Climb  
ASCEND Workshops - Camp Creek Middle School  
**(3 Workshops)**  
ASCEND - MLK Day of Service - Metro Atlanta  
Urban Farm  
ASCEND - National Association for College  
Admission Counseling College Fair

ASCEND Financial Aid Workshop  
Blessings in a Backpack - Asa G. Hilliard  
Elementary School **(4 Packing Sessions)**  
Brookview Elementary School Playground  
Revitalization

Camp Creek Middle School Career Fair  
Chestnut Ridge Subdivision Clean Up - A post  
tornado destruction community effort service  
project.

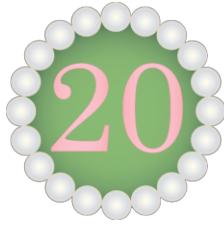
City of East Point Citywide Cleanup  
City of South Fulton Wolf Creek Elementary  
School - Boosterthon Fun Run  
Comcast Cares Day 2018 & South Fulton District 2  
Earth Day Clean Up Project  
Community Impact Day- Pink Goes Red Heart  
Health Fair - Greenbriar Mall  
Covenant House Spring - Prepare and Share  
DECA International Career Development  
Conference Day

East Point Fire Dept. 13th Annual Community  
Expo  
EPMSA-Taste of East Point  
First Annual Make Hamilton Holmes Elementary  
School Beautiful Day  
GLOBAL IMPACT: Books For Africa  
Greenbriar Mall: 3rd Annual Mother/Daughter  
Pamper Party  
Hamilton Holmes Elementary School Volunteer  
Readers  
Heart Health Month: TEO Pink Goes Red  
Morning Zumba - Tracey Wyatt Recreation Center

Law and You Educational Forum  
Letter Writing Campaign in support of the  
Alzheimer's Association  
Mini HBCU Fair - Allatoona High School  
MLK Day of Service - Hamilton Holmes  
Elementary School  
MLK Day of Service - Keep East Point Beautiful  
(KEPB), Sumner Park  
MLK Day of Service - Stonewall Tell Elementary  
School

Pop-Up Voter Registration Drive - East Point, GA  
Pop-Up Voter Registration Drive - S&S Cafeteria,  
Atlanta, GA  
Seasonal Wraps- United Way Shoebox Project  
Wrapping and Stuffing Party  
TEO Junior Achievement Day - GA World  
Congress Center  
Think HBCU - Black Expo College Fair - Cobb  
Galleria  
Think HBCU - National Association of College  
Admission Counseling College Fair, GA Int'l  
Convention Center  
Voter Registration Drive - Greenbriar Mall **(3  
Drives)**; Westlake High School; Joint drive with  
Eta My Chapter at GA State University





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## Statistics

The Twenty Pearls Foundation, Inc. is comprised of just under 300 college-trained women with backgrounds and experiences that cover a variety of disciplines, including technology, medicine, engineering, law, business administration, education, nonprofit management, public policy, and others. Our members donate their time, expertise, and personal funds to develop creative and innovative programs that benefit the Foundation's service area, while also leveraging partnerships with individuals, businesses, and government entities to further the mission of the organization.

### **Social Media Reach:**

In addition to the ~300 household decision-makers who are members of our Foundation, by supporting our efforts and receiving acknowledgment at our events and on our social media accounts, your organization will receive the following exposure:

#### **Facebook ([facebook.com/the20pearlsfoundation.org](https://facebook.com/the20pearlsfoundation.org))**

- 830 page followers; 4,425 people reached in one week; post engagement of 848.
- 91% of our fan base are women – 38% are between the ages of 35-44, 30% are between the ages of 45-54, and 12% are between the ages of 25-34.
- The majority of our fans are located in the Metro Atlanta area, but our reach includes Chicago, IL; Charlotte, NC; Nashville, TN; Washington, D.C., and other major cities.

#### **Facebook ([facebook.com/akateo.org](https://facebook.com/akateo.org))**

- 1756 page followers; 5,701 people reached in one week; post engagement of 1,331.
- 88% of our fan base are women – 34% are between the ages of 35-44, 24% are between the ages of 45-54, and 16% are between the ages of 25-34.
- The majority of our fans are located in the Metro Atlanta area, but our reach includes Chicago, IL; New York, NY; Nashville, TN; Houston, TX; Washington, D.C., and other major cities.

#### **Instagram (@aka\_te01991)**

- 1,273 page followers.
- 548 average interactions per week.

#### **Twitter (@aka\_te01991)**

- 1,417 followers; 5,592 Tweet impressions over 28 days.
- 84% of our fan base are women – 28% are between the ages of 35-44, 24% are between the ages of 45-54, and 20% are between the ages of 25-34.
- 34% of our Twitter followers have completed college, and 24% have completed graduate school. 42% have completed high school.
- 74% of our followers have a household income between \$60,000 and \$249,999.

*Stats as of February 21, 2018*