

10TH ANNUAL RANKIN FOUNDATION FUNDRAISER HELP A SCHOLAR BE A STAR

STAR PARTY



Jeannette Rankin
FOUNDATION

Transforming Futures Through Education

THURSDAY, OCTOBER 24, 2024

Sponsorship Opportunities

“The Assurant Foundation has supported the Jeannette Rankin Foundation for the last nine years because its STAR Party program provides critical funds to help Scholars thrive in a connected world. In addition to monetary contributions, we provide resources for STAR Party activities, and Assurant employees volunteer to read applications for the scholar selection process, which gives them a fulfilling way to engage.

We’re proud to continue to support the Rankin Foundation.”

— Alecia Bailey, *The Assurant Foundation*



ASSURANT®

WINNER OF THE 2021 ALLIE AWARDS FOR BEST HYBRID OR VIRTUAL EVENT



2023 STAR PARTY RESULTS:

- ★ \$190,000 raised directly for Scholar Grants and support of Rankin Scholars
- ★ 44,000 event website visitors
- ★ 90,000 event-related social media reach
- ★ 475 supporters from 26 states



Rankin Foundation 2023 Shining STAR Honoree, Dr. Sandra Boham, President, Salish Kootenai College, Pablo MT.

Bridget Reed, recipient of the 2023 Shining Star Alum Award, is interviewed by Monica Kaufman Pearson, emcee and acclaimed broadcast journalist.

STAR PARTY USA 2024 THURSDAY, OCTOBER 24, 2024

The Jeannette Rankin Foundation will host our 10th Annual STAR Party on October 24, 2024. This dynamic event utilizes the power of both in-person and peer-to-peer fundraising to support Rankin Foundation Scholars. Proceeds from the STAR Party directly strengthen our mission to award grants to women/non-binary students, who are 35 and older and working against generational poverty to complete their first associate's or bachelor's degree. Since the Rankin Foundation was founded in 1976, we have awarded \$5 million in Scholar Grants to over 1,300 women nationwide.

Rankin Foundation supporters believe in the power of education to lift women, families and communities. They are community-minded individuals who are passionate about forward-thinking ideas to address critical social issues. Through their generous support of our programs, 94% of Rankin Foundation Scholars each year either graduate or continue working towards their degrees, compared to the demographic average of 31%.

The hybrid format of the STAR Party provides exposure to a diverse national audience. Our 2023 event was held in-person in four locations: Athens and Atlanta, Georgia; Jersey City, New Jersey; and Missoula, Montana. Virtual attendees streamed the live event from their homes around the country. A total of 475 people joined the celebration in-person or online.



Athens, GA attendees, 2023 STAR Party.

Our 2024 STAR Party will once again be held in numerous locations and livestreamed to a virtual audience, providing broad and significant exposure of your brand. We will also celebrate "Shining Stars" in our community, including a role model who exemplifies leadership and service to our country and a Scholar who has overcome adversity and shines as a bright example of perseverance.

Please join our community of supporters for the 2024 STAR Party. Your sponsorship will directly benefit women who are determined to transform their lives through education and earn a better life for themselves and their families. Thank you for your consideration! We look forward to customizing a meaningful package for your 2024 giving goals.

Mission Overview



Jeannette Rankin
FOUNDATION

Transforming Futures Through Education

Inspired by our namesake, the first U.S. Congresswoman, the Jeannette Rankin Foundation empowers women age 35 and older to complete their college degrees and transform the next chapter of their lives.

\$5 million
distributed in Scholar Grants.



\$500,000,000
= estimated economic impact in terms of income for all Rankin Scholars that have graduated in the last **48 years.**



= estimated economic impact in terms of income for all Rankin Scholars that have graduated in the last

\$19,920 is the median household income for JRF Scholars, with an average household size of 3.



94% of Rankin Scholars either graduated or persisted towards their degree last scholarship year.



75% of Rankin Scholars are single head of household



61% of Rankin Scholars are survivors of domestic violence



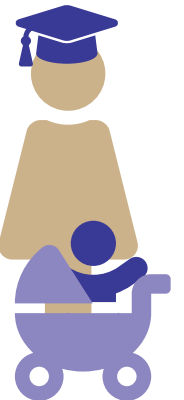
68% of Rankin Scholars work outside the home in addition to going to school



45% of Rankin Scholars are the first in their family to go to college, breaking the cycle of generational poverty



Rankin Foundation provides Scholar Grants and support to women with financial need aged 35 and older across the U.S. to build better lives through post-secondary education.



3 biggest factors for student mother success are:



1: As little as \$2,000 "extra" a year to help with non-tuition expenses

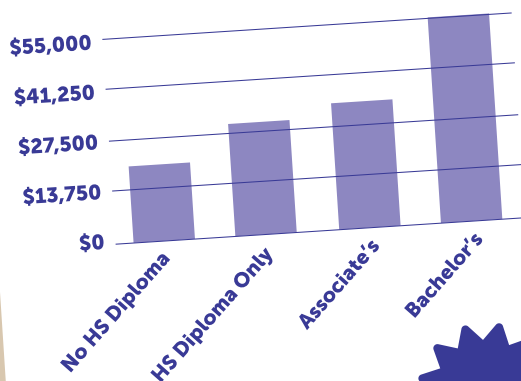


2: Supportive services such as case management and coaching



3: Access to quality childcare.

Significant earnings increase for women based on education



SPONSORSHIP LEVELS & BENEFITS	\$50,000	\$35,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary tickets to the event.	★	★	★	★	★	★	★
Corporate logo prominently displayed on event materials including event website: <ul style="list-style-type: none"> Sponsorship page with link to your site. Event tickets and invitations 	★	★	★	★	★	★	★
Recognition in Rankin File e-newsletter sent to 5,000 supporters and STAR Party donor thank yous.	★	★	★	★	★	★	★
Tags and mentions in all social media posts relating to event.	★	★	★	★	★	★	★
Inclusion of a promotional offer or product sent to guests around the time of the event.	★	★	★	★	★	★	
One dedicated social media post on Facebook and Instagram before the event.	★	★	★	★	★		
One full screen static or video ad displayed on pre-event slideshow.	★	★	★	★			
Company name included in the event webpage header image.	★	★	★				
On-stage feature at STAR Party.	★	★					

For more information, please contact Karen Sterk at karen@rankinfoundation.org or 706-540-9154



Rankin Board Member Vashti Canty introduces Rankin Scholars in Atlanta (above left). Rankin Board Member Alecia Bailey shares Assurant's commitment to the Rankin Foundation Mission (top center). Attendees in Missoula MT enjoying the STAR Party (bottom center).

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