



PARTNERSHIP PACKET

www.mygenerationfoundation.org

About



What is My Generation Foundation?

My Generation Foundation is an “umbrella” nonprofit organization dedicated to developing strategic programs to promote children's health and wellness in Northeast Arkansas. Target areas we address include Childhood Obesity, Eating Disorders, and Chronic Diseases (heart disease, stroke, type 2 diabetes and cancer).

Our goal is to give all children the chance to reach their full potential and live long and healthy lives. We are committed to developing relationships with children and parents that will have a long lasting impact on their future.

We have had two successful summer programs in 2015 and 2016, The Power of ME! Food & Fitness Camp, and we're gearing up for our next camp in June 2017.

What is “The Power of ME!”?

The POWER of ME! Food & Fitness Camp is a free summer program with a mission to empower youth to make a dramatic lifestyle change through interactive education and great activities to prevent childhood obesity. We've partnered with ASU on this project, and will focus on educating children and their parents on the benefits of early development of healthy habits through proper nutrition, increased physical activity and positive body image.

Did you know?

Arkansas is **#6** out of 51 states for obesity. We rank **12th** in the nation for childhood obesity, and a staggering **one in five (21.7 percent)** of all school-aged children in Arkansas are classified as obese.

Questions?

Contact Amy Pickens

870.882.2941

amy@mygenerationfoundation.org

Mail forms to:

My Generation Foundation

P.O. Box 3012

Jonesboro, AR 72403



Future Planning

Future Planning

Our big vision has always been to have a dedicated facility for pediatric obesity treatment and prevention here in Jonesboro, with satellite clinics serving surrounding counties in Northeast Arkansas.

In a 10 county region of Northeast Arkansas, (including Craighead, Cross, Poinsett, Mississippi, Clay, Lawrence, Greene, Randolph, Sharp and Jackson), **the overweight and obesity rate is 42.07% among students K - 10. These children are on the brink of life altering diseases and shorter life spans.** Healthcare facilities in Northeast Arkansas have no way to provide treatment or prevention methods for these children and often refer them to Arkansas Children's Hospital's Weight Management Clinic in Little Rock. Clinicians state that parents of these children typically do not have the means to travel that far for specialty services.

Over the last two years, we have been researching specific models across the country. This research has culminated in a Healthcare System draft to develop the **My Generation Foundation Children's Center for Healthy Living**. We have formed a committee to review this plan and offer input moving forward. We are grateful to have some amazing local healthcare professionals on this committee to oversee the development, and are in the preliminary planning stage for Phase I. We have met with several core partners to discuss the next steps, and are working with Nexus Strategies to finalize a strategic plan and aggressively apply for grants and funding.

Our goal is to encompass several aspects of health and wellness so that children and their families can live longer, healthier lives.

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Partnership



Partnership opportunities are available

Taking My Generation Foundation to the next level will require not only grant funding, but also philanthropic partnerships with individuals and corporations to provide funding leverage that will allow My Generation Foundation the ability to create sustainable programming to meet both short and long-term goals.

As My Generation Foundation embarks on a three-phase campaign to bring the Children's Center for Healthy Living to Northeast Arkansas, we are looking for philanthropic partners who believe in our mission to promote children's health and wellness, and are dedicated to the future of our community. Our philanthropic partner donations will allow My Generation Foundation to have the financial ability to apply for and match federal, state, and local grant programs during each phase of the process. Business value proposal to be determined based on giving amount as well the donor's needs (silent partner or named), and will be outlined in the donation agreement with My Generation Foundation.

Please consider including My Generation Foundation in your yearly philanthropic budget. You can help create change in young lives with your invaluable support.

We are grateful for your contribution!

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My Generation Foundation is a 501(c)3 nonprofit organization. All donations are tax-deductible.

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Giving Levels

Corporate Partner

Individual Partner

Tier 1	\$5,000 - \$19,999
Tier 2	\$20,000 - \$49,999
Tier 3	\$50,000 – \$99,999
Tier 4	\$100,000 - \$299,999
Tier 5	\$300,000 and beyond

Business value proposal to be determined based on giving amount and customized to suit the donor's needs (silent partner or named), corporate or private, funds designated for specific purpose or allocated to be allocated at our discretion. Proposal will be outlined in the donation agreement between donor and My Generation Foundation.

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Support

Corporate Partner

Individual Partner

Name or Company

Contact Person (if Company)

Address

City / State / Zip

Email

Phone

My check for \$_____ is enclosed / CK#_____

Make checks payable to "My Generation Foundation". Indicate "Sponsorship" on the memo line.

OR... I authorize My Generation Foundation to

Charge \$_____ to my credit card

Visa MC Amex Discover Expiration Date_____

CC#_____ Security Code_____

Signature authorizing as detailed above

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ARKANSAS STATE
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