



CHARLOTTE UNITY PROJECT

2018 BREAKFAST SPONSORSHIP

WHY SUPPORT THE CHARLOTTE UNITY PROJECT?

For more than 20 years, North Carolina Outward Bound School (NCOBS) has partnered with Charlotte Mecklenburg Schools to cultivate cultural competency among area high school students through the Unity Project. The Charlotte Unity Project imparts the values of social capital as youth from different ethnic, racial and socioeconomic backgrounds are challenged to work together on a seven-day outdoor wilderness course. Out of their comfort zones, students break through barriers of intolerance, indifference and ignorance. They return to their schools and implement school-wide Unity projects that promote change, open-mindedness, compassion and mutual respect on a large scale.



PILLAR OF UNITY

- 16 complimentary tickets
- 2 private, logoed tables
- Prominent table position
- Corporate logo on invitations
- Recognition in press releases
- Social Media recognition
- Special recognition in program
- Special recognition on

SOLD OUT

- Recognition in event program given to all guests
- Invitation to pre-event dinner with NCOBS Board of Directors and local VIPs
- Invitation to end of Outward Bound course celebration

\$10,000/Limit Four



CHAMPIONS OF UNITY

- 8 Complimentary tickets
- 1 private table
- Table signage at event
- Recognition in event program given to all guests

\$2,500



FRIENDS OF UNITY

- 4 Complimentary tickets
- 1/2 private table
- Table signage at event
- Recognition in event program given to all guests

\$1,250

Contact Melissa Golder at mgolder@ncobs.org or (828) 239-2171 to become a sponsor!
To support the Charlotte Unity Project in lieu of attending, visit www.ncobs.org/giving.

Event Details

CHARLOTTE UNITY PROJECT BREAKFAST

Wednesday, November 28, 2018 | 7:30AM - 9:00AM

@ The Goodwill Opportunity Campus

Featuring Keynote Speaker: Mayor Vi Lyles, Charlotte Mayor and NCOBS Alum

ABOUT THE CHARLOTTE UNITY PROJECT

OUR PROCESS

Through a highly competitive process, Charlotte Unity Project students at our CMS partner schools are selected to participate tuition-free in an Outward Bound School course. Each summer, diverse crews of 12 teens embark on a seven-day wilderness course in North Carolina's Blue Ridge Mountains.

In addition to the physical and mental challenges central to Outward Bound's outdoor classroom model, highly-trained instructors use a unity-focused curriculum to facilitate thoughtful conversations around difficult issues such as racism, sexual orientation and bullying. While backpacking and rock climbing, students are also learning teambuilding, leadership skills, moral courage, character resilience and service. Once they return to school, students work with other Unity Club students and faculty advisors to implement inclusion-focused projects to bring their lessons of inclusion to their broader communities.

UNITY PARTNER SCHOOLS

Butler High School
Garinger High School, FOCUS Garinger*
Hawthorne Academy of Health Sciences*
Myers Park High School
Mallard Creek High School
South Mecklenburg High School

(*Added in 2018)

USE OF FUNDING

Through the generous support of community partners, the Charlotte Unity Project provides full scholarships for all participants. To date, 750 students have gone on course representing six CMS high schools. Summer of 2018, two new schools were added to the program and two schools had waiting lists. Expansion plans continue for Summer '19 and will become a reality with your support.

LEARN MORE ABOUT THE UNITY PROJECT

www.ncobs.org/unity

Melissa Golder

Director of Charlotte Advancement

mgolder@ncobs.org or (828) 239-2171



**NORTH CAROLINA
OUTWARD BOUND SCHOOL**

The Charlotte Unity Project is a program of North Carolina Outward Bound School (NCOBS). NCOBS is a nonprofit educational organization that serves people of all ages and backgrounds through challenging wilderness expeditions that focus on character development, leadership and service. NCOBS is part of a network of Outward Bound schools in the US and all over the world.



2017-2018 School Year Unity Projects

ANNUAL MIX IT UP DAY: All Schools

Each year, Unity partner schools participate in a nationwide day of inclusion and bravery known as Mix It Up Day. Students make it their mission to seek out other students who they don't already know and share a meal with them. The cafeterias are filled with music and "getting to know you conversations" as Unity Club members and other student leaders encourage their peers to step outside their comfort zones and into the broader community.

FIRST ANNUAL UNITY CARES PROJECT: South Mecklenburg High School

This year, the goal was to add more service-learning to the Unity Club curriculum by facilitating the first annual Unity Cares Project. South Meck, one of our most dedicated Unity Clubs, stepped up to lead in this endeavor. After reaching out to Gracious Hands Housing, a transitional housing facility for women and children in Charlotte, we found that five children would be residing there over the holiday. We quickly put together a wish-list with the help of parents and program directors, and students were able to successfully provide all items on the list and more. Two days before Christmas, club members visited the housing facility to deliver the gifts. This project sparked discussions about homelessness in Charlotte and was eye-opening for many students.

WHAT'S YOUR 17? PROJECT: South Mecklenburg High School

On Valentine's Day of this year, Unity students watched in horror as coverage from Parkland, Florida flooded news outlets. Both South Meck and Butler High Schools were so deeply moved and shaken by what they saw that they decided to take a stand. South Meck's Unity Club decided to honor the 17 students lost in the tragedy with a project called "What's Your 17". With this project, they invited students to make a promise to perform an action 17 times that would positively affect the community around them. Students wrote messages such as "I will let 17 people skip me in line" and "I will give to 17 homeless people". These messages of humility and humanity were then taped to lockers and left to light up a main hallway of the school with hope.

HOW MANY MORE? PROJECT: Butler High School

Butler High's Unity Club took a different approach in response to the Parkland tragedy. Students were visibly upset and worried. These feelings of exasperation prompted them to take a political stand. They began voicing their opinions about gun laws in our country and the losses that they were taking as children. Students wanted to facilitate a walkout, but after approaching the principal with the idea they realized a walkout was risky for students. Instead, Club members created a program with more depth. Alongside other clubs at the school, students put together an hour and a half long program at the football stadium. They left their classes and gathered together to pay their respects to the students lost, registered their peers to vote, contacted legislators, and used their voices to stress the importance of being a catalyst for change.

THE STUDENT HUNGER PROJECT: Myers Park and Mallard Creek High School

This project was a joint effort between Myers Park and Mallard Creek High School, after students were shocked to find out how many of their peers were homeless. Students, teachers, and parents decided to host a large "yard sale" to benefit their classmates in need. Shoppers could either negotiate prices or take certain items for any donation amount while supporting an amazing cause and idea. The hope is that this will become an annual event.



Sponsor Levels

PILLARS OF UNITY SPONSORS

\$10,000: 16 guests @ 2 tables

CHAMPIONS OF UNITY SPONSORS

\$2,500: 8 guests @ 1 table

FRIENDS OF UNITY SPONSORS

\$1,250: 4 guests @ 1/2 table

Please submit payment with your form by Wednesday, October 11 in any of the following ways:



BY CHECK: Make check payable to North Carolina Outward Bound School and indicate "Charlotte Breakfast Sponsorship" in the memo. Mail to NCOBS Development Department, 2582 Riceville Road, Asheville, NC 28805



BY CREDIT CARD: To pay by credit card: Give securely online by visiting www.ncobs.org/donate, and choose "Charlotte Unity Breakfast Sponsorship" in the designation dropdown. Donate by phone at (828) 239 - 2124.



BY STOCK TRANSFER: To electronically transfer securities from your account to NCOBS's account you must provide your brokerage firm with a signed letter of authorization including the following information: Name of the recipient organization (NC Outward Bound School), Bank Name (Wells Fargo Securities, DTC# 0141, NCOBS brokerage account number (#8998-7821), The name of the security and number of shares you wish to donate, Your name/name of the donor. Our account name is NC Outward Bound School and we do not work with a specific broker. The NCOBS tax IS is #56-0857708.

Submit Form

Please submit by: November 9, 2018

TO: Melissa Golder, Director of Charlotte Advancement
1200 E. Morehead St., Suite 20K, Charlotte, NC 28204 | mgolder@ncobs.org | (828) 239-2171

Sponsor Name for Program and Event Signage

Sponsor Contact Person

Contact Email

Contact Phone

Please begin inviting your table guests for the November 28 Charlotte Breakfast at the Goodwill Opportunity Campus from 7:30 AM - 9:00 AM; we'll be in touch to gather guest names a few weeks prior to the event. (Sponsorships include 16, 8, or 4 guest seats depending on the level.)

Thank you for your support!