



# THE BLUE HEART FOUNDATION SPONSORSHIP INFORMATION

*"College Changes Communities"*



# DEAR FRIEND AND PARTNER

Is your company striving to serve our richly diverse community and demonstrate commitment to racial equality in a meaningful way? After a year that revealed deep inequities in our Nation not only in wealth but in health, housing, justice and education we encourage you to take a strong stand with the Black Community of San Diego by becoming a sponsor and supporter of our youth empowerment programs.

The Blue Heart Foundation (BHF) is a nonprofit organization that offers boys and young men ages 13-18 a wide variety of experiences: online mentoring, wellness and workshops; college visits; college prep and advising; public speaking; field trips; step practices; internships; and a reliable, safe space to learn and grow. BHF is a roadmap to success for each individual Member who commits to the program and **100% of BHF Seniors are accepted into four-year colleges.**

- Senior BHF members receive between 20-30 college acceptances.
- BHF members have had over 400 acceptances to Historically Black Colleges and Universities.

The COVID-19 pandemic, the horrific murder of George Floyd and the storming of the Capitol reminded us of the disturbing reality that violent and systemic racism is driving unfairness and exclusion from opportunities. Yet despite all of this we are hopeful.

Sponsors, donors and partners in our community came together to support our young leaders who are striving, achieving, and building full and successful futures. ***In 2020, when many schools were cancelling graduations, The Blue Heart Foundation went ahead with Signing Day - virtually! Many community leaders made a point to attend this annual celebration of student success.*** BHF continued all of its programs operating virtually and received support from The San Diego Foundation to launch a new mindfulness program for wellness and mental health - particularly needed during COVID-19. The Blue Heart Foundation thrives in what continues to be a challenging time for so many. A few phenomenal successes that we are proud to share:

- Since 2013 we have provided more than 300 young men from disadvantaged backgrounds with the academic support, financial assistance, and leadership training to become first generation college students and future leaders.
- Our members have earned thousands of dollars in scholarships to universities across the country.

We cannot do this, without your support. The demand for our programs is increasing and the number of students we serve has doubled to more than 57 young men in 2021 with a goal to double that again in 2022. Please review our enclosed sponsorship opportunities and consider becoming a much-needed leader by supporting our educational empowerment programs. Please return the enclosed response form to receive all of the recognition opportunities we have to offer. But more than recognition, you and your company will have the chance to be a leader filled with hope, one who cares deeply and demonstrates that commitment to our youth, and the future.

Sincerely,

Tracy Morris  
Executive Director and Founder



# OUR MISSION



The Blue Heart Foundation is a 501(c) 3 non-profit organization focused on the character development and education of undeserved youth ages 13-18 in the greater San Diego County community. With 90% of our student families are of low to moderate income, it is critical that underserved youth are prepared for higher education through academics as well as character development and emotional wellness.

We designed a unique college preparation program which consistently provides mentoring, personal and professional workshops, along with college campus and teambuilding trips to develop social skills. Our members are given the “tools” to succeed and excel in today’s academic and social environment.

## NOTE FROM THE EXECUTIVE DIRECTOR



"I grew up in Southeast San Diego without a strong father figure, and a lot of things that people say is that there is a need for male role models. With that said, I looked at what I needed as a young person or as a teenager growing up to help me focus on my goals; to be able to provide new experiences; and just as a guideline to what I wanted to do with my life.

And I think most importantly, I just wanted someone or somewhere that I could consistently go to, that I knew would be there."

~ Tracy Morris, Founder/Executive Director

# H.E.A.R.T. ACADEMY

H.E.A.R.T. or Higher Education And Rising Together, has been designed with one goal in mind: to help our students plan and choose the best path for their futures. The Blue Heart Foundation offers a solid holistic mentoring program through adult and peer mentorship, that facilitates positive interactions, education, empowerment and emotional well being that is a critical part of their lives.

## WHAT WE DO



### WORKSHOPS

Our monthly personal/professional development workshops are held at UCSD. They bring professionals from different industries to connect and inspire our students.



### SERVICE

It is our duty not only to continue to promote service and encourage others to serve, but also extend our service-minded values and commitments. We support dozens of local and national organizations throughout the year.



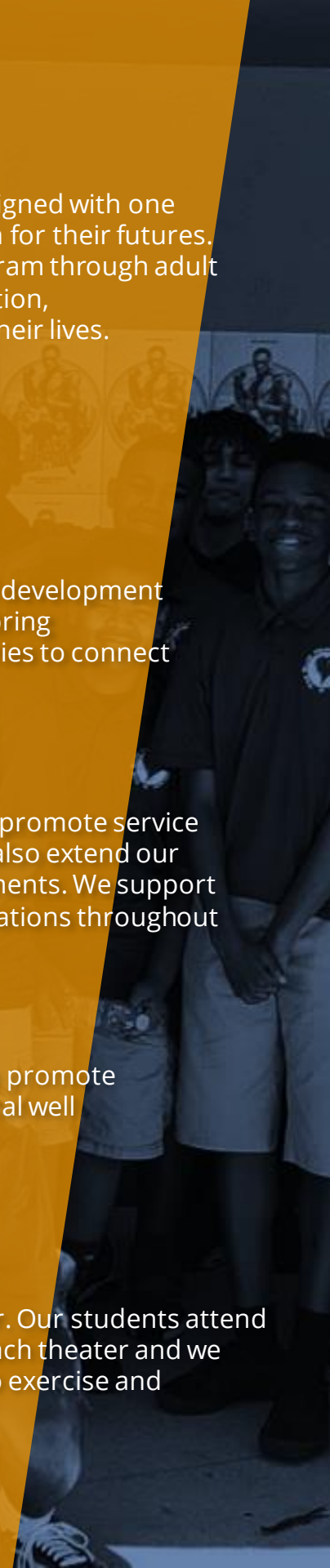
### PERSONAL DEVELOPMENT

Through our community, we work to promote young people's self-esteem, emotional well being and a positive sense of self.



### CULTURAL DEVELOPMENT

Culturally enriching field trips matter. Our students attend plays which is an effective way to teach theater and we take them on outdoor adventures to exercise and experience the diverse world.





# BLUE HEART SIGNATURE PROGRAMS



## THE MINDFUL HEART

The 2020-2021 Mindful Heart Program is designed to help our members use mindfulness to disengage from 'over thinking,' break automatism, and instead learn to 'tap into' their natural inner stability and resourcefulness.

As a result, they can manage life's challenges more easily and also be more appreciative and aware of positive life experiences.



## STEM COMPETITION

During the STEM Competition Series, 3-5 teams of Blue Heart students compete for the most creative and practical project that impacts their communities.

For 10 weeks, each groups meets once a week with their Professional STEM lead where they develop, design, and pitch their project to their peers.

Our STEM teams explore careers in science, technology, engineering, and math in an interactive and engaging environment.

# SIGNATURE PROGRAM SPOTLIGHT SIGNING DAY

Every Spring, family, friends, and supporters from the San Diego County Community gather to celebrate our Blue Heart graduating Seniors.

**Signing Day is designed for our seniors to publicly announce the college or university they will be attending in the Fall in a blue carpet style.** Over the past 4 years, our graduating seniors have been admitted to over 200 colleges and universities combined.

The Blue Heart Signing Day provides an opportunity for families to hear first-hand the trajectory their loved ones have taken, the work they have put in, and the accomplishments they have made. Parents are celebrated and given the opportunity to show heartfelt appreciation to their sons by acknowledging them and paying tribute for their perseverance and achievements by sharing their own testimonial about their son's journey before introducing them.

**"When Amir announced his school (Morehouse College % '23) of choice it was a proud moment for me. To have raised him solo since the age of 1, I felt like this was also my accomplishment not just his."** ~ Ebony Rice, BHF Parent





# SPONSORSHIP OPPORTUNITIES

Your sponsorship of The Blue Heart Foundation (BHF), will provide boys and young men ages 13-18 with online mentoring, mindfulness and wellness workshops, college prep, advising, COVID-19 safe field trips, virtual step training, internships and a reliable, safe space to learn and grow. **100% of BHF Seniors are accepted into college!!!**

**Yes! We Want to Support Educational Empowerment in Southeast San Diego!!!**

## **DOCTORATE - \$25,000** **Be the Light Leadership**

- Logo on the back of each student's Blue Heart Foundation shirt
- Premier Sponsor of Signature Event (Christmas Breakfast, Signing Day, College Send-off)
- Presenting sponsor for one Blue Heart Personal and Professional Development Days including a one-hour career presentation + one-hour personal development presentation + vendor table
- Sponsored Student at Signing Day
- Clickable logo recognition (above the fold) on the Blue Heart website
- Sponsor recognition on Blue Heart social media outlets highlighted in all media coverage

## **MASTERS - \$15,000** **See the Light Leadership**

- Presenting Sponsor at one Blue Heart Personal and Professional Development workshop including one-hour career presentation + space for banner signage
- Sponsored Student at Signing Day
- Clickable logo recognition on the Blue Heart website
- Sponsor recognition on Blue Heart social media outlets

## **BACHELORS - \$10,000**

- 30 Minute Presentation at one Blue Heart Personal and Professional Development Days during the career segment + space for banner signage
- Logo recognition on the Blue Heart website and social media outlets subheading

## **ASSOCIATE - \$5,000**

- Recognition on the Blue Heart website and social media outlets subheading
- 15-minute presentation at one Blue Heart Personal and Professional Development workshops during the career segment

## **CHANGEMAKER - \$1000**

## **OTHER CONTRIBUTION**

\$ \_\_\_\_\_

**Total Amount: \$** \_\_\_\_\_

**PLEASE GIVE US YOUR COMPANY NAME EXACTLY HOW YOU WOULD LIKE TO BE LISTED IN MATERIALS**

**Make Checks Payable To: *The Blue Heart Foundation* and mail to: *The Blue Heart Foundation, 5003 Imperial Ave, Suite 116A San Diego, CA 92113***

**Company** \_\_\_\_\_ **Business Phone** \_\_\_\_\_  
**Contact Name** \_\_\_\_\_  
**Phone** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**Credit Card No.** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_ **Security Code** \_\_\_\_\_

**TO LEARN MORE OR MAKE YOUR DONATION ONLINE VISIT:**

**<https://theblueheartfoundation.org/sponsorship/>**

**For More Information Contact: [Tracy Morris tracy@blueheartfoundation.omnicrosoft.com](mailto:tracy@blueheartfoundation.omnicrosoft.com) - call/text: (619) 410.7944 or**

**Stephanie Garcia [Stephanie@theblueheartfoundation.org](mailto:Stephanie@theblueheartfoundation.org) - call/text: (213) 479-3363**

**The Blue Heart Foundation is a nonprofit 501 (c)3 organization established in 2013. Our tax-ID number is: 46-3782821**

# BLUE HEART PARTNERS

HELPING US TO THRIVE DURING THIS CHALLENGING TIME!

- AYR Aviation
- Bird Rock Coffee Roasters
- Cal State San Marcos
- Clinton Foundation
- Jackie Robinson YMCA
- Kelly Services
- Live Well San Diego
- Lead San Diego
- Lemonade
- Motivation In Action (MIA)
- Outdoor Outreach
- San Diego City College
- San Diego Gas and Electric/Sempra Energy
- San Diego State University
- San Diego Chamber of Commerce
- Scout Inc
- Starbucks Coffee
- STEAM Collaborate
- The Introvert Mogul
- The San Diego Foundation
- Unibail-Rodamco-Westfield Airports
- University of California – San Diego
- University of San Diego
- Valley Home Development (VHD)

