



Sponsorship Opportunities & Benefits

APRIL
29

12:00 - 1:30 p.m.

*Doors open and silent
auction preview begins
at 11:00 a.m.*

CELEBRATING 40 YEARS

Rainbow
Days

A Word from our CEO

Rainbow Days is turning 40. Please join us on April 29, 2022, as Rainbow Days celebrates 40 years of transforming children's lives at the annual Pot of Gold Luncheon.

What began as one woman's mission to break the cycle of addiction in her family has grown into an award-winning organization that has served over 241,000 children and youth locally in Dallas and impacted millions throughout the U.S. and worldwide.

In 1982, Rainbow Days served seven children in the first support group. Today, Rainbow Days serves over 9,000 children and youth each year in the Dallas area through support groups, behavioral health promotion presentations, camps and an array of other services. Additionally, by training over 60,000 teachers, counselors and other youth-serving professionals in our curricula and other related topics, Rainbow Days' reach has extended to 43 states and four countries.

Rainbow Days' mission is still just as relevant 40 years later. As children and youth are facing mental health issues such as anxiety, depression and worry, and behavioral health issues such as substance use, self-harm and anger management - they are in desperate need of intervention to break the negative cycles they are in, skills to make healthy choices today and hope for a brighter tomorrow.

Through Rainbow Days' own evidence-based curricula, children and youth learn powerful skills and life-changing lessons taught by caring adult mentors, which teach students:

- They are not alone in their problems. They can identify caring and safe people to talk to.
- They have intrinsic worth and value and unique strengths and capabilities.
- They can learn healthy ways to communicate and resolve conflicts.
- They can manage their anger and other hard emotions in productive ways.
- They can make healthy choices, including making a commitment to stay drug-free.
- They can set and achieve goals for a bright and positive future.

Students' lives are being positively impacted and their trajectory changed, thanks to caring supporters in the community like you.

When you sponsor a table at Rainbow Days' Pot of Gold Luncheon, you are investing in our future. You are ensuring that Rainbow Days will be here 40 years from now to empower new generations of children to have a future filled with hope and promise.

Join us and make a difference today.

With Gratitude,



Tiffany Beaudine

Tiffany Beaudine
Rainbow Days CEO



25th Annual Rainbow Days Pot of Gold Luncheon

The 25th annual Pot of Gold Luncheon and Silent Auction will be held on **April 29, 2022**, at the **Omni Dallas Hotel**. The luncheon will celebrate Rainbow Days' 40th anniversary and include an outstanding silent auction featuring exclusive experiences and must-have items from your favorite stores. Guests will also enjoy inspiring remarks from keynote speaker Caylin Moore, whose story of overcoming adversity with resiliency mirrors that of many of the students Rainbow Days serves. All proceeds from the event will benefit children and families served by Rainbow Days.

Luncheon Chairs

**Jennifer Bishop
and Marisa O'Sullivan**

Auction Chairs

**Melissa Griffith and
Tiffany Westerman**

Luncheon Committee

Liz Aldrine
Heather Appel
Nikki Chriesman-Green
Kyle Coots
Leticia Espinoza
Roopa Mathew

Letitia Patin
Telisa Schelin
Eileen Sherman
Jeannine Speiden
Tara Walsh



Keynote Speaker

**Caylin
Moore**

*Author, Rhodes Scholar
& Aspiring Professor*

Celebrated author and sought-after inspirational speaker, Caylin Moore invigorates audiences with wisdom from his journey of overcoming seemingly insurmountable obstacles to striving to leave the world better than he found it. His against-all-odds journey from the cruel poverty of a gang-ridden Los Angeles community to becoming a Rhodes Scholar is detailed in his acclaimed book, *A Dream Too Big: The Story of an Improbable Journey from Compton to Oxford*. His work has been featured by Good Morning America, Sirius XM Radio, ABC News, NBC LA, Home and Family, Hallmark Channel, and The 700 Club amongst other media outlets. His book was named a Good Morning America Anchor's Favorite Books of 2019, was an Amazon Bestseller in Sociology of Urban Areas and came out in paperback in June of 2020.

Rainbow Days Board of Directors

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LaDondra Wilson
Jasmine Wynton

Who We Serve

The children we serve are vulnerable and typically facing adverse situations like poverty, unstable family life, trauma and/or homelessness.

Why It Matters

Childhood adversity has a lifelong impact with broad-reaching effects on families and communities.

What We Do

Rainbow Days' mission is to help children and youth in adversity build coping skills and resilience to create positive futures. Founded 40 years ago in Dallas, Rainbow Days serves more than 9,000 children and youth, ages 4-17, each year.



Community Connection: Our school-based Community Connection program brings children and trained facilitators together in small support groups to learn and experience healthy approaches to self-management, relationships and decision-making.



Family Connection: Through support groups, mentored activities and critical needs services, our Family Connection program provides homeless children and their parents with essential skills, experiences and resources so they can cope with crisis, create healthy family bonding and prevent negative cycles.



Rainbow Days Training: Rainbow Days Training expands Rainbow Days' impact by training more than 2,500 youth-serving professionals throughout Texas and the U.S. in our Curriculum-Based Support Group (CBSG®) Program and in a variety of topics related to prevention and professional development.

Our programs help break cycles of abuse, dysfunction, homelessness and/or poverty.

Rainbow Days' award-winning Curriculum-Based Support Group (CBSG®) Program is nationally recognized as a scientifically tested and effective prevention program.

90% of children in CBSG®

improved their understanding of what constitutes good character, showed a decrease in rebelliousness and conduct problems, and showed overall improvement in their coping, life and social skills.

91% of children in CBSG®

increased their understanding of and commitment to healthy choices, including adopting non-use attitudes toward alcohol, tobacco and other drugs.

Even if you cannot attend the luncheon— you can change a child's life



\$25

Sponsor a child to attend a special **daylong mentored outing**

1,000 children impacted per year



\$40

Sponsor a classroom of children to attend a **special presentation** about the importance of staying drug-free

4,000 children attend each year



\$60

Sponsor a **new backpack** filled with school supplies for a child

750 children receive backpacks each year



\$150

Sponsor **10 sessions of support group** for one child

3,000 children served each year



\$300

Sponsor a child to attend a **Rainbow Days summer camp**

600 children attend each year



\$1,000

Sponsor a child to attend a full year of **Rainbow Days' programs**, including weekly support group

1,000 individual children participate in every single activity each year

Please select your sponsorship level and change a child's life.

\$25k **I Believe Sponsor**

- 3 tables of 10 Premium seating
- 15 invitations to patrons party
- Framed artwork from Rainbow Days student
- Prominent logo recognition: invitation, program, event signage, and special feature on website and in social media*

\$10k **I Will Sponsor**

- 2 tables of 10 Premium seating
- 10 invitations to patrons party
- Framed artwork from Rainbow Days student
- Prominent logo recognition: invitation, program, event signage, and feature on website and in social media*

\$5k **I Can Sponsor**

- 1 table of 10 Preferred seating
- 4 invitations to patrons party
- Logo recognition: invitation, program, event signage, website and social media*

\$3.5k **I Am Sponsor**

- 1 table of 10 Preferred seating
- 2 invitations to patrons party
- Named recognition: program, event signage, website and social media*

\$2k **Table Sponsor**

- 1 table of 10 Select seating

\$200 **Individual Seat**

- 1 in-person seat at the luncheon

Donate

- Donation in lieu of attendance

* Recognition in print materials and signage dependent upon receipt of sponsorship funds by the following dates: Invitation by Feb. 14, 2022, and Program and Signage by March 16, 2022

For customized benefits, including product distribution, co-branding and in-kind donations:

Please email Sunni Roaten at sunnir@rainbowdays.org or call our office at **214.887.0726**

Contact Information

Name of Printed Sponsor: _____

Contact Name: _____

Street Address: _____

Suite/Apt: _____

City: _____

State: _____

Zip: _____

Cell Phone: _____

Work Phone: _____

Email: _____

Please make my gift anonymous.

I would like to donate my table back to Rainbow Days to be used by staff, volunteers or students.

I am interested in underwriting and special sponsorship opportunities (e.g., event parking, sponsor reception, auction software, etc.) Please contact me at the email and/or phone number provided above.

I would like to be contacted about donating item(s) to the silent auction.

Method of Payment

Check enclosed. Please make checks payable to: Rainbow Days, Inc.

Credit card payment

Online payment via rainbowdays.org/pog2022

Card Type: Mastercard VISA Discover AMEX

Credit card payment in the amount of: \$ _____

Card Number: _____

Name on Card: _____

Exp. Date: _____

CVV: _____

Billing Address: _____

(if different from above)

Suite/Apt: _____

City: _____

State: _____

Zip: _____

Signature: _____

Return form and payment to:

Rainbow Days, Inc.
8150 N. Central Expressway, Suite M1003
Dallas, TX 75206



RAINBOWDAYS.ORG | [@RAINBOWDAYSINC](https://twitter.com/RAINBOWDAYSINC)