

**COLLEGE AND
CAREER R-E-D™**
READY · EMPOWERED · DETERMINED

COLLEGE AND CAREER R-E-D PROGRAM

Sponsor Kit

ABOUT THE COLLEGE AND CAREER R-E-D PROGRAM OF JACKSONVILLE

Our vision is to see all students Ready, Empowered, and Determined for college, career, and life success



WHY WE EXIST

We help 6-12th grade students navigate intimidating systems within the career exploration and college application process.

WHAT WE DO

We provide schools and programs with standards-based college and career video curriculum on our digital learning management platform.



WHO WE SERVE:

- Jacksonville youth, grades 6th – 12th over 300 youth served annually.
- Economically disadvantaged youth – 100% of students attend Title I Schools and receive free and reduced-priced lunch.
- Academically challenged youth – 100% of students start our programming in the lowest and middle academic quartile.
- Minority youth – 98% of students are ethnic minorities
- Geographic Region– 100% of students attend Northwest and West Jacksonville Title I schools



PROGRAM LOCATIONS:

Jean Ribault Middle School

- 7th Grade
- 8th Grade



Jean Ribault Senior High School

- 12th grade



William M. Raines High School

- 9th Grade
- 10th Grade

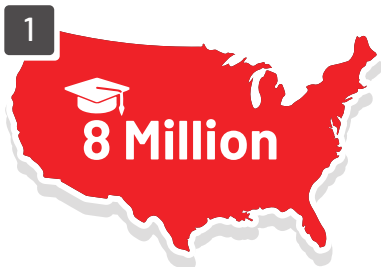


Frank H. Peterson High School

- 11th and 12th grade



10 REASONS WHY OUR JACKSONVILLE TEENS NEED THE COLLEGE AND CAREER RED PROGRAM



Did you know
8 Million
Students in the United States do not have access to a school counselor?

That's **1 in 5** students without support to plan out their future



Zeroing in on demographics, low Income students and students of color are affected the most by the lack of counselors as they were reported by ASCA to have identified their school counselor as the person who had the most influence on their thinking about post secondary education



Bottom Line: The more college and career support the greater the odds of a student graduating, earning a degree, and attaining a relevant job to take care of themselves and their family.



The Center for Education and the Workforce links a high school diploma with **20%** of US Jobs paying **\$35,000**. If students are prepared for college and attain a bachelors degree **56%** of US jobs will pay them **\$35,000** or higher.

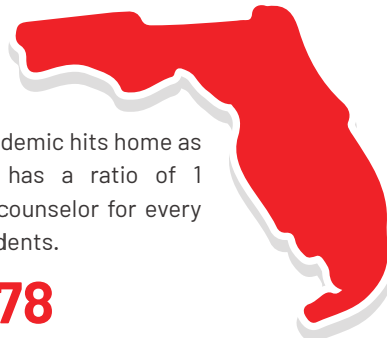


Unfortunately, generational cycles of poverty still exist especially amongst low income students and students of color in Northwest and West Jacksonville. Research has shown that poverty has a negative domino effect on communities such as increased crime and poor physical and mental health



This epidemic hits home as Florida has a ratio of 1 school counselor for every 478 students.

1:478



This problem is prevalent in our backyard of Jacksonville, Florida. There are **30,246** high school students in Duval County Public Schools and only **115** high school counselors.

ASCA shows a strong correlation with smaller school counselor to student ratios to the following outcomes



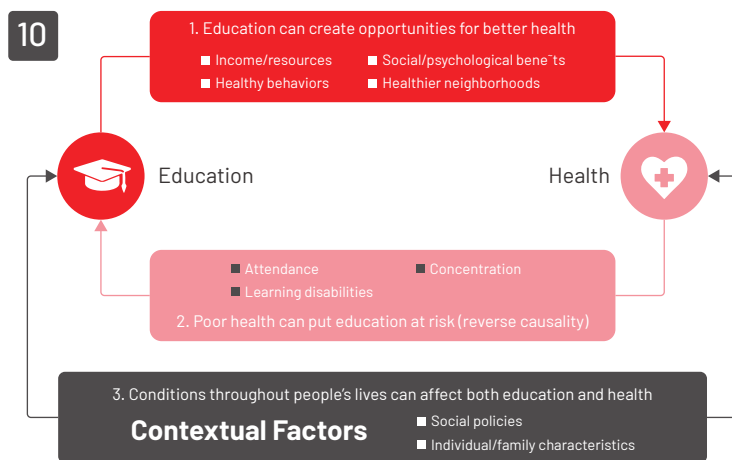
Improved Attendance



Fewer discipline issues



Higher graduation rates



College RED is a college and career preparation program that exists to be a part of the solution to help break generational cycles of poverty in the Northwest and West Jax region by teaching disadvantaged youth to believe it possible to achieve their college and career dreams, no matter their background. As students increase their educational attainment their opportunities for better health increase as well. Through our services we believe Jacksonville will have a healthier future, one youth at a time.

CCR is breaking the cycle!



2020-2021 IMPACT DATA



283

YOUTH SERVED



100%

ON-TIME HIGH SCHOOL
GRADUATION RATE



93%

COLLEGE ACCEPTANCE
RATE

ENGAGEMENT



0.5

MORE YEARS GROWTH IN
READING THAN PEERS



98%

FEEL MORE ENGAGED IN CLASS
AFTER DOING CCR VIDEO LESSONS



76%

PREFER CCR OVER OTHER
LEARNING PLATFORMS

SUPPORT + OUTREACH



12

MAJOR DONOR PARTNERS



5

PARENT NIGHT WORKSHOPS ON
COMMUNICATION SKILLS



2

VIRTUAL COLLEGE AND
CAREER FAIRS

TESTIMONIALS



*CCR has helped me and my friends
more than any other early college
program*

- 8th Grade Student



*I am enamored by this program!
It needs to be in more schools*

- 9th Grade Teacher

DIAMOND SPONSOR - \$50,000

UP TO 200 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D T-shirts
- College and Career R-E-D Workbooks

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in all email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 16 video lessons



Print Material Recognition

- Inclusion in our 2022 Annual Report (*100+ distributed to major donors and corporate sponsors)
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on sleeve of College and Career R-E-D t shirts
- Logo on 3C Parent Night Flyers

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

[CLICK HERE TO SUBMIT AN INTEREST FORM](#)

PLATINUM SPONSOR - \$25,000

UP TO 100 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
 - 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
 - Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
 - Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
 - College and Career R-E-D T-shirts
 - College and Career R-E-D Workbooks
-

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- Logo and link included in all email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 8 video lessons



Print Material Recognition

- Inclusion in our 2022 Annual Report (*100+ distributed to major donors and corporate sponsors)
 - Recognition on printed College and Career RED workbooks (*600+ copies)
 - Logo on sleeve of College and Career R-E-D t shirts
 - Logo on 3C Parent Night Flyers
-

Print Material Recognition

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

[CLICK HERE TO SUBMIT AN INTEREST FORM](#)



GOLD SPONSOR - \$12,500

UP TO 50 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D T-shirts
- College and Career R-E-D Workbooks

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 4 video lessons



Print Material Recognition

- Inclusion in our 2022 Annual Report (*100+ distributed to major donors and corporate sponsors)
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on sleeve of College and Career R-E-D t shirts
- Logo on 3C Parent Night Flyers

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

[CLICK HERE TO SUBMIT AN INTEREST FORM](#)



SILVER SPONSOR - \$6,250

UP TO 25 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D Workbooks

WHAT CORPORATE SPONSORS GET

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 2 video lessons



Print Material Recognition

- Inclusion in our 2022 Annual Report (*100+ distributed to major donors and corporate sponsors)
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on 3C Parent Newsletter

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

[CLICK HERE TO SUBMIT AN INTEREST FORM](#)

BRONZE LEVEL SPONSOR - \$3,125

UP TO 13 STUDENTS WILL RECEIVE

- 12 month license to College and Career R-E-D video curriculum
- 1 on 1 support with college applications, scholarships, SAT and ACT registration, and FAFSA
- Paid Registration to College and Career R-E-D virtual spring and fall college and career fairs
- Paid Registration to 3C Parent Night where students and their parents learn positive communication skills
- College and Career R-E-D Workbooks

PRE-EVENT MARKETING

Digital Recognition

- Recognition on digital College and Career RED workbooks (*600+ copies)
- A full-color logo will be included on the home page of our website
- A dedicated Facebook and LinkedIn thank you post with your logo
- Logo and link included in email blasts for college and career fairs
- Recognition in our quarterly reports as a sponsor with your logo
- Your logo featured as a sponsor at the beginning of 1 video lesson



Print Material Recognition

- Inclusion in our 2022 Annual Report (*100+ distributed to major donors and corporate sponsors)
- Recognition on printed College and Career RED workbooks (*600+ copies)
- Logo on 3C Parent Newsletter

Hands-On Volunteer Opportunities

- Host a session at our Virtual Career Fair for participating teens and parents
- "Volunteer a Video" describing the education and experience path needed to obtain a career at your company

[CLICK HERE TO SUBMIT AN INTEREST FORM](#)



BOOK BASED SPONSORSHIP LEVELS

CLASSROOM (\$1,200-\$2,400)

- College and Career R-E-D Workbooks for 100-200 students
 - Recognition on printed College and Career RED workbooks
 - Recognition on digital College and Career RED workbooks
-

GRADE LEVEL (\$3,600-\$6,000)

- College and Career R-E-D Workbooks for 300-500 students
 - Recognition on printed College and Career RED workbooks
 - Recognition on digital College and Career RED workbooks
-

ENTIRE SCHOOL (\$7,200-\$12,000)

- College and Career R-E-D Workbooks for 600-1000 students
- Recognition on printed College and Career RED workbooks
- Recognition on digital College and Career RED workbooks

CHECK WRITING INSTRUCTIONS

1 PLEASE WRITE YOUR TAX DEDUCTIBLE GIFT

To: Jacksonville Public Education Fund

For: The College RED Fund

2 MAIL CHECK & ATTACHED DONOR FORM

To: Jacksonville Public Education Fund

Address: 40 East Adams St., Suite 110 Jacksonville, FL 32202

**DONOR AGREEMENT
(CONTRIBUTION TO JACKSONVILLE PUBLIC EDUCATION FUND, INC.)**

Jacksonville Public Education Fund, Inc. (“**JPEF**”), a Florida not for profit corporation and an organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the “**Code**”), is organized for the purpose of improving the academic achievement of all students in Duval County Public Schools, Florida with a special emphasis on at-risk students and low-performing schools. JPEF accepts contributions from the general public for use for specific purposes as designated by donors and for use at Duval County Public Schools designated by donors. Accordingly, subject to the terms and conditions set forth below, as of the Contribution Date, Donor will make the following contribution to JPEF:

Donor Name: _____

Address: _____

Telephone Number: _____

Taxpayer Identification Number: _____

Contribution Date: _____ **Contribution Amount:** _____

Purpose for Contribution*

Recipient (designate the school for which the Contribution is being made by name or designate the class of schools for which the donation may be used):

The College RED Fund

Designated Purpose (designate the purpose for which the Contribution is being made as specifically as possible, indicate whether the Contribution is to be paid in a lump sum or over a specific time period):

This contribution is to be used to help the College and Career RED Program provide up to 400 economically disadvantaged youth with effective and engaging college, career and life success curriculum to overcome and influence the academic, social, and economic barriers of their environments. Each student will be driven toward on-time high school and college graduation, career attainment, and economic independence. This curriculum and/or services will be provided within low-performing schools in Jacksonville. This contribution is to be paid in a lump sum to ensure the College RED Fund has the full financial aid available to ensure curriculum and/or service implementation for the 2021-2022 school year.

The Contribution must be expended for charitable, scientific, literary, or educational purposes. The failure to provide specific information may result in JPEF being unable to fulfill the purpose of the Contribution. Although JPEF will use its commercially reasonable efforts to apply the contribution as closely to the purpose as possible, if JPEF is unable to discern the purpose of the Contribution, JPEF may elect to apply the Contribution to the general funds of JPEF.

Subject to the terms and conditions set forth herein JPEF hereby accepts the Contribution for the use specified in the Designated Purpose and for use by the Recipient. Donor acknowledges and agrees that the Contribution will be the property of JPEF for all purposes and shall not be deemed a separate trust fund held by it in a trustee capacity. JPEF will have the ultimate authority and control over the Contribution, and any income derived therefrom JPEF will use its commercially reasonable efforts to ensure the use of the contributions for the Designated Purpose and for use of the Contribution by Recipient; provided, however, if the Designated Purpose or the Designated School or Designated Class of Schools is no longer available (e.g., as a result of a cancellation of a program that is the subject of the Designated Purpose or as a result of the closure of Recipient), JPEF shall have the sole and absolute discretion to use the Contribution, or any part of it, for any other purpose

determined to be appropriate by JPEF, including, without limitation, applying it to the general funds of JPEF. Notwithstanding the foregoing, JPEF will attempt to contact Donor to discuss a potential substitute Designated Purpose for the Contribution.

JPEF will charge a one-time administrative fee on the Contribution Date equal to six percent (6%) of the Contribution. JPEF shall be entitled to any and all income earned from the Contribution. JPEF may include information on the Contribution in its periodic public reports.

JPEF will monitor the use of the Contribution to ensure that the Contribution is being used for the Designated Purpose. If JPEF determines that the Contribution is not being used for the Designated Purpose or if Recipient fails to comply with the monitoring requirements of JPEF, JPEF will seek a return of the Contribution from the recipient and will cease any further distribution of the Contribution from Recipient. Upon the return of the Contribution to Recipient, JPEF will have the right to retain any and all amounts received and Donor will have no right to seek a return of all or any portion of the Contribution.

Donor acknowledges and agrees that: (i) no part of the Contribution may inure to the benefit of or be distributable to any private individual, except in compliance with the requirements of Section 4945(d)(3) (or (4)) of the Code; (ii) no part of the Contribution may be used for the carrying on of propaganda, or otherwise attempting to influence legislation, or used for participating in, or intervening in (including the publication or distribution of statements) any political campaign on behalf of any candidate for public office; and (iii) no part of the Contribution may be used for activities that cannot be conducted or carried on by an organization exempt from taxation under Section 501(c)(3) of the Code or by an organization, contributions to which are deductible under Section 170(c)(2) of the Code. If JPEF determines that the Contribution is being used in violation of the preceding sentence, JPEF will seek a return of the Contribution from the recipient and will cease any further distribution of the Contribution. Upon the return of the Contribution, JPEF will have the right to retain any and all amounts received and Donor will have no right to seek a return of all or any portion of the Contribution.

Notwithstanding the foregoing, JPEF makes no guarantees or other representations that Recipient will use the Contribution for the Designated Purpose and Donor acknowledges and agrees that JPEF will not be liable to Donor in any manner for: (i) the failure of Recipient to use the Contribution for the Designated Purpose; or (ii) the improper or impermissible use of the Contribution by Recipient.

If Recipient fails to accept the terms and conditions of the Contribution, JPEF will have the right to retain any and all amounts received and Donor will have no right to seek a return of all or any portion of the Contribution.

It is the intent and agreement of the parties hereto that this Agreement is solely for the benefit of the parties hereto and no person not a party hereto (including, without limitation, Recipient) shall have any rights or privileges hereunder. This Agreement supersedes all prior agreements, whether written or oral, between JPEF and Donor with respect to its subject matter and constitutes a complete and exclusive statement of the terms of the agreement between the parties with respect to its subject matter. This Agreement may not be amended, supplemented, or otherwise modified except by a written agreement executed by each of JPEF and Donor. The laws of the State of Florida shall govern the validity of this Agreement, the construction of its terms, and the interpretation of the rights and duties arising hereunder.

Donor agreed to make the Contribution to JPEF in accordance with the foregoing terms and conditions.

ENTITY OR TRUST:

INDIVIDUAL:

DONOR: _____
By: _____
Name: _____
Title: _____

DONOR: _____

(Signature)

OUR FORMULA FOR IMPACT

Our Formula for Impact defines specific strategies to increase the quality programming for three priority outcome areas: *Academic Readiness, Social-Emotional Empowerment, and Individual Determination*



READINESS: SKILLS AND INFORMATION

We prepare students with mnemonic mindset strategies to extract knowledge and adopt any skill that is necessary to meet benchmarks on standardized test such as FSA, college entrance exams such as the ACT and SAT, and grade level course work required for promotion and high school graduation.



EMPOWERMENT: PEOPLE AND AFFIRMATION

We encourage students to adopt a circle of positive adults and peers that celebrate, counsel, and coach them to accomplish their academic, college, career, and life goals. We equip students with strategies to do the same for others.



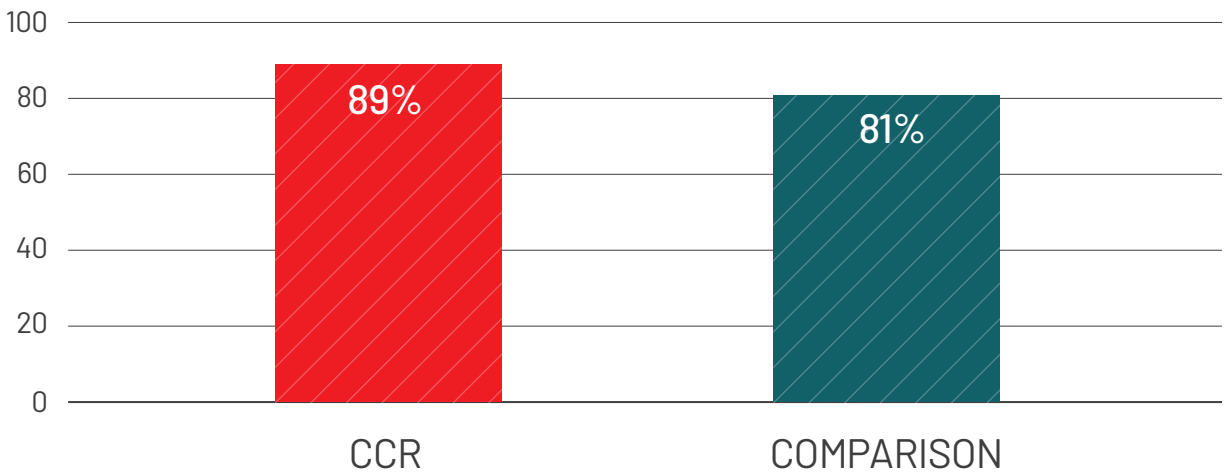
DETERMINATION: ATTITUDE AND DEDICATION

We inspire students to have a relentless attitude towards achieving their goals in life. Students are exposed to stories of students and alumni who come from their background who have defied the odds by maintaining a good attitude and dedication during tough times.

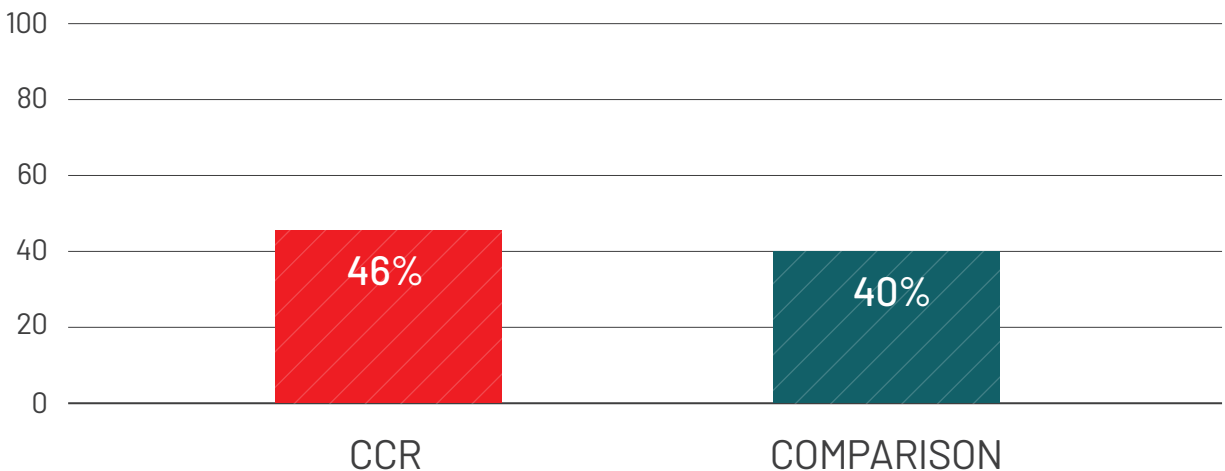
COLLEGE ENTRANCE EXAMS

A greater proportion of the CCR high school seniors took post-secondary readiness exams (ACT and SAT) than the comparison group who attended the same school.

SAT[®]

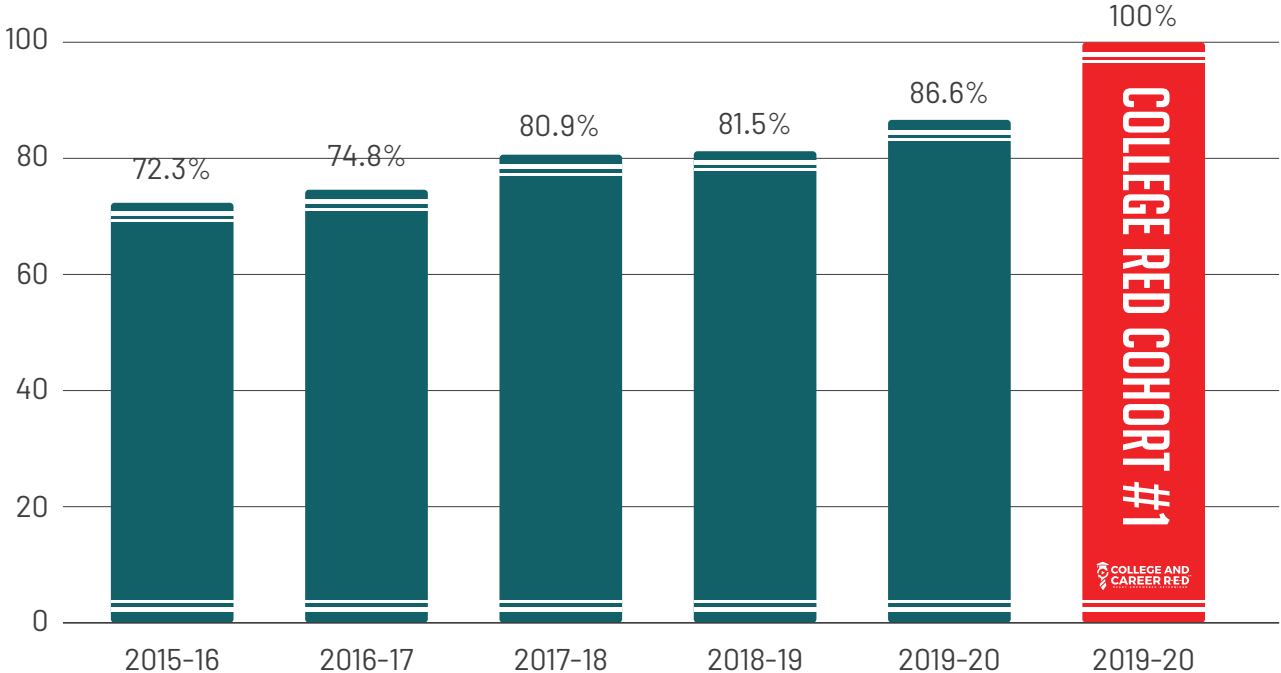


ACT[®]

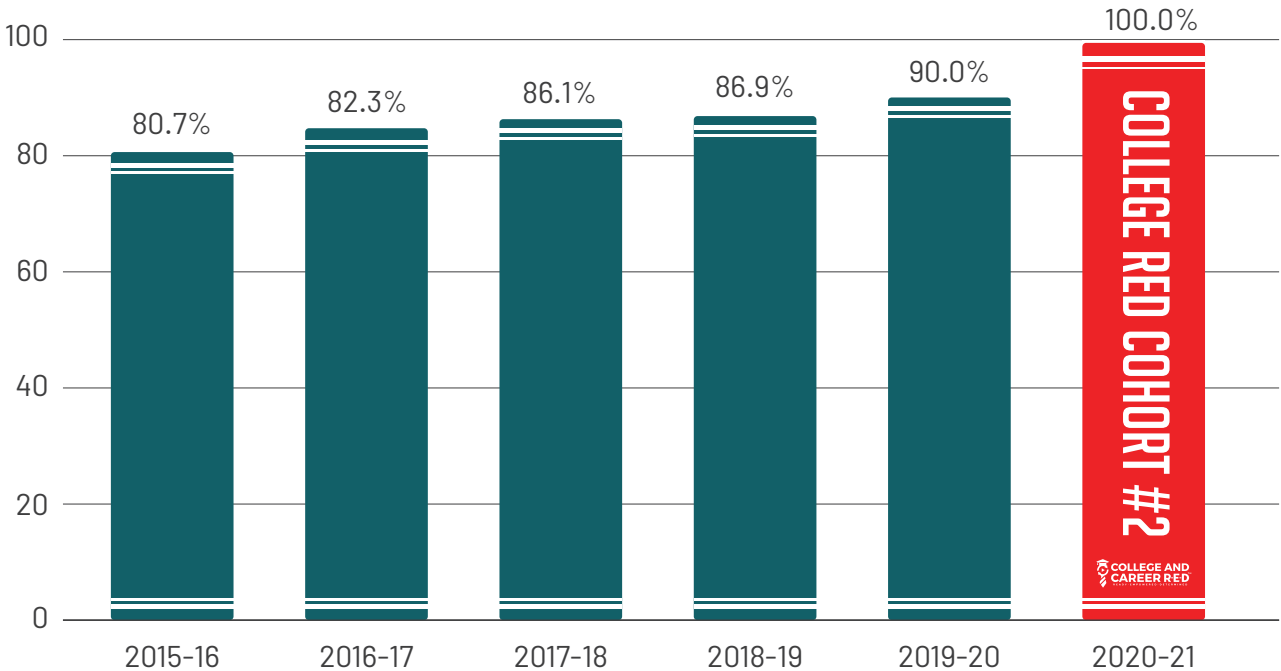


ABOVE AVERAGE GRADUATION RATES

COLLEGE AND CAREER RED'S FIRST 4-YEAR COHORT OUTPERFORMED THE STATE'S GRADUATION RATE FOR AFRICAN AMERICAN STUDENTS BY 13.4%:



COLLEGE AND CAREER RED'S SECOND 4-YEAR COHORT OUTPERFORMED THE STATE'S GRADUATION RATE (ALL RACES) BY 10.0%:



CCR PROGRAM EVENTS AND COMMUNITY OUTREACH

VIRTUAL COLLEGE TOUR



PARTICIPANTS:
72



COLLEGES WHO PRESENTED:
8

During spring break of 2021, students were educated on career paths and academic programs offered at various colleges. Students walked away understanding admissions criteria, cost of attendance, and scholarship opportunities.





MERIT SCHOLARSHIPS

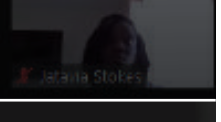
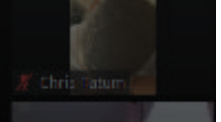
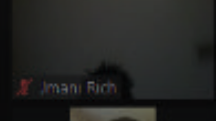
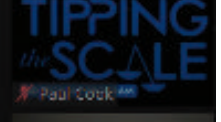
Transfers:

- For Florida community and state college AA students only
- Applications available in January/February
- Must enroll at UCF beginning in fall

More info at admissions.ucf.edu/cost

Other Awards:

- Florida Bright Futures, Department/College Awards, A20



FLORIDA STATE UNIVERSITY

2 CREATE THE SSAR

Create your Self-reported Student Academic Record (SSAR)

To learn more about the SSAR view our FAQ and watch our how-to videos at admissions.fsu.edu/first-year/ssar/.



Recording...

ADMISSION REQUIREMENTS

MINIMUM GPA 3.0 Weighted Core	ACADEMIC UNITS 18 English (4), Mathematics (4), Natural Sciences (3), Social Sciences (3), Foreign Language (2), Additional Academic Core Units (2)	TEST SCORES SAT 500 Math: 26 Reading: 27 Language: 27 OR ACT Math: 22 Reading: 22 English: 19	ESSAY 2 Words	LETTERS 2 Recommendations	HIGH SCHOOLS TRANSCRIPT'S ELECTRONIC SUBMISSION OR Self-Reported (SSAR)
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WWW.FAMU.EDU

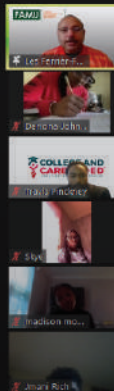
\$35 APPLICATION FEE OR FEE WAIVERS	May 1st Fall Deadline	Nov 1st Spring Deadline	March 1st Summer Deadline
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Why Choose FSCJ

College Choice

Spring College Tour

Marshun Middleton | FSCJ Recruitment





QUOTES FROM THE STUDENTS:

““ *What I liked most this video is that he explains how your GPA can impact you in certain ways and can open opportunities for you.”*

““ *I liked how they tell us how to become things and what classes will help us become that.”*

““ *It helps me plan for my future.”*

““ *I liked how he came up with stories to break down the definition of the words.”*

““ *The lessons are inspiring and encouraging.”*

““ *The thing I liked most about the video is how he explains the difference between fluency, and when he demonstrated how you can be a better reader.”*



COLLEGE AND
CAREER R-E-DTM
READY - EMPOWERED - DETERMINED



P.O. Box 14381
Jacksonville, FL 32238



www.collegeandcareerred.com



travis@collegered.com



904-451-5147