

# Celebration of the 2022 Champions for Children

February 2022

Dear Friends,

Thank you so much for your generous support of the Annual Celebration of the Public Citizen for Children and Youth in the past. Now with our new name, Children First (formerly Public Citizens for Children and Youth – PCCY) and new award, **The Champion for Children**, we invite you to join us in lauding Comcast NBCUniversal and **Dalila Wilson-Scott**, Executive Vice President and Chief Diversity Officer at **Comcast Corporation** for all they've done to improve the lives and life chances of children across the region.

On the evening of Tuesday, May 10, 2022, we will shine a spotlight on the visionary commitment of Comcast NBCUniversal, best exemplified by the company's response to the pandemic. When COVID-19 shuttered our schools in Philadelphia, Comcast NBCUniversal immediately offered two months of free service to families in need through Internet Essentials, its low-cost internet program for low-income families. They also partnered with the City to install free WiFi- inside Parks & Rec locations and other community centers as part of its Lift Zone program. The effort enabled students to get online and participate in distance learning while their parents went to work.

Comcast NBCUniversal also provided a \$1.5 million grant to the Fund for the School District of the City of Philadelphia to use as needed to help students through the crisis. Comcast NBCUniversal's leadership was critical to the launch of PHLConnectED, a unique, public-private partnership that provides free internet access to Philadelphia students in need. In the first year, PHLConnectED enabled more than 18,700 internet connections for our students. Through Internet Essentials and Project UP, a \$1 billion commitment to advancing digital equity, Comcast NBCUniversal is helping to build a future of unlimited possibilities for our children

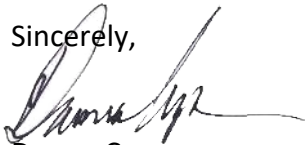
**Children First** is the region's leading child advocacy organization ensuring the needs of children who face enormous challenges in life, thrive. Over the past four decades our proven track record of success has included working on better public policies to guarantee health care coverage for every child, expanding the availability of affordable, high-quality Pre-K, advocating for better public schools and advocating for more better protections for children in the dependent and delinquent systems.

We know that there are many worthy causes and amazing regional leaders to honor, but we urge you to ***join us in honoring Comcast NBCUniversal and supporting our ongoing work to put Children First*** by becoming a sponsor of this important event. In doing so you'll be among a growing list of corporations, organizations and individuals that are actively improving the future for children.

If you have any questions, or if we can assist you with processing your sponsorship, please call Steven Fynes, Administrative Director at Children First, at 215-563-5848 x11 or [stevenf@childrenfirstpa.org](mailto:stevenf@childrenfirstpa.org).

On behalf of all of us at Children First, the Philadelphia business community, and the hundreds of thousands of children in our region, **please choose to join us and sponsor this event, honoring an amazing individual and amazing organization.**

Sincerely,

A handwritten signature in black ink, appearing to read "Donna Cooper", with a long horizontal flourish extending to the right.

Donna Cooper,  
Executive Director

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# ***2022 Celebration of the Children First “Champion for Children”***

**Honoring Dalila Wilson-Scott, Executive VP and Chief Diversity Officer at Comcast Corporation and President, Comcast NBC Universal Foundation**

**May 10, 2022, 5:30pm, Outside at The Fairmount Water Works**

## **Presenting Sponsor - \$25,000**

*Supports the preparation of hundreds of parents for effective meetings with state policymakers*

Sponsor Benefits: Co-branding of the event, volunteer opportunities for your employee volunteer corps at the event, full page inside cover ad in program book, brief speaking role, signage throughout venue, acknowledgement on Children First social media sites, top tier logo placement on promotional materials, 30 tickets to the event with 15 people representing your company at the VIP reception (and more!)

## **Championship Sponsor - \$15,000**

*Makes possible events that showcase the benefits of early learning programs for state policy makers*

Sponsor Benefits: High profile naming opportunity, full page back cover ad in program book, acknowledgement of sponsorship including a corporate representative reading a short statement from your company during the opening program, acknowledgement on Children First social media sites, logo placement on promotional materials, 20 tickets to the event with 10 people representing your company at the VIP reception.

## **Leading Sponsor - \$10,000**

*Funds persuasive reports that expose the urgent needs of children*

Sponsor Benefits: Naming opportunity and company listed at the event, acknowledgement of your sponsorship during the opening program, acknowledgement on Children First social media sites, full page ad in the event program book, logo placement on promotional materials, 12 tickets to the event with 6 people representing your company at the VIP reception.

## **Advocate Sponsor - \$5,000**

*Finances trips to the state capitol with dozens of parents and youth to make the case for investing in children*

Sponsor Benefits: Company listed as an “Advocate” sponsor at the event, logo placement on promotional materials, acknowledgement on Children First social media sites, full page ad with company logo in program book, 8 tickets to the event with 4 people representing your company at the VIP reception.

## **Supporting Sponsor - \$2,500**

*Pays for research to gather the facts needed to influence good policy making for children*

Sponsor benefits: Company listed as a “Supporter” on promotional materials, acknowledgement on Children First Facebook and Twitter, full page ad with company logo in program book, 6 tickets to the event with 2 people representing your company at the VIP reception.

## **Individual Sponsor - \$1,000**

*Backs the production of our youth podcast series making the case for helping children through good public policy*

Sponsor Benefits: Company listed as an “Ally” on all promotional materials, half page ad with company logo in the program book, 4 tickets to the event with 2 people representing your company at the VIP reception.

# ***2022 Celebration of the Children First "Champion for Children"***

**Honoring Dalila Wilson-Scott, Executive VP and Chief Diversity Officer at Comcast Corporation and President, Comcast NBC Universal Foundation**

## **Sponsorship Response Form**

### **Contact Information**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Additional contact person: \_\_\_\_\_

### **Sponsorship Levels**

Presenting - \$25,000

Championship - \$15,000

Leading - \$10,000

Advocate - \$5,000

Supporting - \$2,500

Ally - \$1,000

***RSVP by March 8, 2022 to get your company logo on the invitation and by May 4, 2022 to be included in the ad book and on event signage. Send artwork to [stevenf@childrenfirstpa.org](mailto:stevenf@childrenfirstpa.org) as PDF or JPEG.***

### **Contribution Information**

***By mail:*** Checks payable to Children First, 990 Spring Garden Street, Suite 200, Philadelphia, PA 19123

***By credit card on our website:*** [www.childrenfirstpa.org/2022celebration](http://www.childrenfirstpa.org/2022celebration)

***By credit card:*** Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Card Type: \_\_\_\_\_ Security Code: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Street address credit card is issued to with Zip: \_\_\_\_\_

\_\_\_\_\_

Authorized signature: \_\_\_\_\_

**Questions:** Contact Steven Fynes at [stevenf@childrenfirstpa.org](mailto:stevenf@childrenfirstpa.org), 215-563-5848 x 11



## **GIVING VOICE TO CHILDREN**

These are tough times for many children. Now, two years into a global pandemic, the challenges they face don't lend themselves to simple solutions. But we have demonstrated, time and time again, that we can create positive change for children by mobilizing citizens, corporate partners, and public officials to address their urgent needs.

Children First (formerly Public Citizens for Children and Youth – PCCY) is a private nonprofit organization dedicated to improving the lives and life chances of our region's children through thoughtful and informed advocacy, with a priority of meeting the needs of Black, Hispanic and low income children. Because Children First is the only advocacy organization in our region that looks out for the whole child, we are committed to systemic reform across the spectrum—from public education to healthcare, from infant nutrition to child care and early education and better protection for vulnerable youth. Children First encourages and empowers communities to speak for all of our children.

Since its founding more than 42 years ago, Children First has been a catalyst for significant policy changes that have benefit children in our city, region and state:

- Ensuring that Pennsylvania enacted the CHIP program, which grants access to healthcare for children across the Commonwealth and has continued to fight for expanded health coverage.
- Leading the campaign to extend health care covered to every child in the state including those who are undocumented immigrants.
- Being the force behind the Child HealthWatch Helpline which helps hundreds of families each year navigate the free and low-cost health insurances options available in Pennsylvania.
- Advocating for more progressive strategies to eliminate the disproportionate representation of Black and Brown children in the dependent and delinquent systems.
- Leading the charge for full day kindergarten which now reaches 10,000 Philadelphia school children and nearly half of the children attending public school in the suburban counties.
- Playing a major role in the statewide campaign to improve the funding and performance of public schools.
- Working as part of a coalition of child serving organizations to make high quality Pre-K available and affordable for every family in the state.

***All this, and more, we do because we need to put, Children First***

***Now isn't this an organization that you would like to be a part of?***