



March 21, 2021

Dear Friends of WHEELS,

While COVID-19 has been challenging for all of us, the young people in the Washington Heights neighborhood in New York City have encountered a unique set of struggles: this neighborhood was hit especially hard by the pandemic with one of the highest number of deaths in the city. The grim facts are not a surprise as this community is predominantly working class and poor. As a lower income, majority Latinx neighborhood, the people in Washington Heights have suffered disproportionately from the health and economic downturn from the pandemic and will not benefit fully from any ensuing economic recovery in the near term. In turn, the socio-economic toll on its young people is enormous and will have a devastating impact on their future for years.

Now, more than ever before, these young people need WHEELS (Washington Heights Expeditionary Learning Schools), which opened its door in September 2006 to serve this high-need community. Ninety percent of WHEELS students are first generation college students from low-income, minority populations. Friends of WHEELS was founded in 2012 to make college a reality for these students: through our focused programming, we ensure that every student in WHEELS has the resources and support to get into college, to succeed while there and beyond. Our mission is critical to creating a more just world.

On Thursday, June 3rd, we will honor Cindy Chen Delano for our virtual WHEELSUP annual gala, benefiting our young people in Washington Heights. Cindy's example as a first-generation college student/law school graduate who grew up in another low-income neighborhood in New York City (Chinatown) is one that our students can identify with. Moreover, her recent achievement in co-founding Invictus Global Management, LLC, a minority owned investment management firm based in Austin, Texas and being one of the few female investor/owners in private equity is deeply inspirational to our community. Her story and achievements demonstrate what is possible if we commit meaningful resources to underserved communities. While we wish we could honor Cindy in-person, we are excited and confident that WHEELSUP 2021 will properly celebrate Cindy while being an entertaining and inspiring event, centering on and celebrating our young people's futures.



Cindy has committed to helping Friends of WHEELS reach their fundraising goal of raising \$150K for this year's annual gala. Please consider supporting Cindy's goal by making a generous gift for WHEELSUP 2021 and becoming an event sponsor. Sponsorship levels and benefits are attached.

At WHEELSUP, we stand side-by-side with students in this painful moment, help them with their day-to-day challenges and ensure that they are able to thrive during the pandemic. Despite the students' daily challenges as a consequence of living in a neighborhood overrun by the infection rate (school disruptions, illness, and deaths), at a minimum, we can help keep these students on track for college and support those goals. They need and deserve our support.

Our event will be a recognition of everything our students have achieved this year and will be uplifting to us all. Friends of WHEELS continues to grow and we provide all of our services free of charge. This event provides crucial funding for our programs, which allow our students the opportunity to imagine their futures and pursue their dreams. We ask that you help support our students by making a generous gift to WHEELSUP by visiting www.friendsofwheels.org. **Please contact Sittra Omer at s.omer@wheelsnyc.org with any questions.**

With hope and gratitude,
Molly Delano

Molly Delano

Executive Director
Friends of WHEELS



HONORING

Cindy Chen Delano

INVICTUS GLOBAL MANAGEMENT

Alex Roberto

CAPITAL ONE

FRIENDS OF WHEELS BOARD CHAIR

SPONSORSHIP LEVELS

#WHEELSUP is an opportunity for corporate partners and their employees to be part of a vital community, and to be recognized for their generosity and commitment to education. Participating sponsors can be honored at these levels.



2021 SPONSORSHIP LEVELS

Presenting Sponsor \$50,000

- Name & logo will appear on organization website year-round
- Name & logo will appear most prominently as Presenting Sponsor on all gala promotions
- 20 VIP swag boxes for all guests
- 4 corporate volunteer opportunities
- 15 social media posts in the month leading up to the event
- VIP virtual cocktail hour with special guests
- 20 raffle entries
- Special recognition and banner in program
- Full screen E-journal message

Changemaker \$15,000

- Name and logo will appear on invitation, save the date, event dashboard, social media posts & all email blasts
- 8 VIP Swag boxes
- 2 corporate volunteer opportunities throughout the year
- 4 social media posts in the month leading up to the event
- 10 raffle entries
- Special recognition in program
- Half screen E-journal message

Partner \$5,000

- Name and logo will appear on invitation, save the date, event dashboard, social media posts & all email blasts
- 1 corporate volunteer opportunity
- 1 social media posts in the month leading up to the event
- 2 raffle entries
- Half screen E-journal message

Visionary \$25,000

- Name & logo will appear prominently on invitation, save the date, event dashboard, social media posts & all email blasts
- 12 VIP swag boxes
- 4 corporate volunteer opportunities throughout the year
- 8 social media posts in the month leading up to the event
- VIP virtual cocktail hour with special guests
- 12 raffle entries
- Special recognition in program
- Full screen E-journal message

Champion \$10,000

- Name and logo will appear on invitation, save the date, event dashboard, social media posts & all email blasts
- 6 VIP Swag boxes
- 1 corporate volunteer opportunity
- 2 social media posts in the month leading up to the event
- 5 raffle entries
- Half screen E-journal message

Community Leader \$2,500

- Name and logo will appear on invitation, save the date, event dashboard, social media posts & all email blasts
- 1 social media posts in the month leading up to the event
- Quarter screen E-journal message