Who is Take Our Daughters And Sons to Work® Foundation?

The Take Our Daughters And Sons To Work Foundation, a 501 (C)(3) non-profit agency established to build diversity in the workplace, raise public awareness of children’s issues and provide adults with pro-active strategies to help girls and boys remain resilient, especially in the world of work. Through its leadership, expertise and collaborations, the Take Our Daughters And Sons To Work Foundation advocates for changes in social policy and public awareness on behalf of youth. Since 1993, on the fourth Thursday in April, more than 40 million youth and adults in over 4 million workplaces around the world have participated in the Take Our Daughters And Sons To Work program. We are requesting sponsorship to provide the educator training materials, activity guides, website management and publicity needed to offer children around the globe an experience that emphasizes the value of their education, helps them discover the power and possibilities associated with a balanced work and family life, and provides them an opportunity to share how they envision the future among peers.

Investing in the Future of Our Children

The Take Our Daughters And Sons To Work programs help youth maintain a positive and healthy self-image, helps them raise their future aspiration and helps them overcome societal barriers in order to reach their full potential. Through our program, we are able to connect children to employers for a real world work experience–outreach also includes historically disenfranchised students such as foster children, youth at high-risk of dropping out of school or youth who may not have a parent or guardian whose job will allow them to bring children to work. Our program is inclusive. It has always been intended as a springboard for creating a dialogue in communities and workplaces that will redefine the value system which govern life in the workplace.

REASONS TO SPONSOR

Take Our Daughters And Sons To Work®

JOIN US
in changing those who can make a difference

GIVE BACK
to those who can make a difference

INCREASE
your brand exposure and your corporate identity

STRENGTHEN
your company reputation as a great Corporate citizen

OPPORTUNITY
to reach targeted audience and build relationships

National and Global in Scope
Sponsorship Levels & Benefits

**Lead Sponsor Opportunities:** Media, Education, STEM (Science, Technology, Engineering, Mathematics), Snack, Beverage, Breakfast, Lunch and Dinner

### FUNDER BENEFITS LEVEL

**$5K**

- Prominent acknowledgment in select Take Our Daughters And Sons To Work promotional materials, direct mail and annual reports.
- Listed in relevant Take Our Daughters And Sons To Work press releases.
- Sponsorship announcement on the Take Our Daughters And Sons To Work website.
- A link to your website from the Take Our Daughters and Sons To Work website.
- Dedicated Facebook & Twitter Posts with sponsor's desired messaging and link-through to Sponsor's website.

### FRIENDS BENEFITS LEVEL

**$10K**

- All benefits under Funder Benefits Level
- Opportunity to create company-themed activity guide and online content to be featured with prominence on the Activity Guide web-page.
- Complimentary Take Our Daughters And Sons To Work merchandise (limited quantity), and discounts on Take Our Daughters And Sons To Work merchandise.
- Dedicated Facebook & Twitter posts with sponsor's desired messaging and link-through to sponsor's website.

### SUPPORTER BENEFITS LEVEL

**$15K**

- All benefits under Funder Benefits Level.
- All benefits under Friends Benefits Level
- Dedicated Facebook & Twitter posts with sponsor's desired messaging and link-through to sponsor's website.
- Promotion of company's philanthropic programs with a link to the program's web-page.

### COALITION BENEFITS LEVEL*

**$25K**

- All benefits under Funder Benefits Level.
- All benefits under Friends Benefits Level.
- All benefits under Supporter Benefits Level.
- Company Take Our Daughters And Sons To Work Day event will be featured on the TODASTW website and social media accounts
- Free imprint of company name/logo may be applied to select official TODASTW promotional pieces
- Dedicated Facebook & Twitter posts with sponsor's desired messaging and link-through to sponsor's website.
- Verbal recognition at all Take Our Daughters And Sons To Work events.
- Company representative invited to special Foundation Activities.

*Benefits may be negotiated upon request
## Lead Sponsor Opportunities:
Media, Education, STEM (Science, Technology, Engineering, Mathematics), Snack, Beverage, Breakfast, Lunch and Dinner

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<thead>
<tr>
<th>SPONSOR BENEFITS SUMMARY</th>
<th>COALITION SPONSOR $25,000</th>
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*Benefits may be negotiated upon request*
Sponsorship
Stretch Your Marketing Dollars

**Brand Visibility**
More than 40 Million Children, parents, grand-parents participate.

**Over 4 Million** Large, Medium to Small Businesses/Organization, Schools participate.

**Community Goodwill**
Strengthening your business image can be one of the most positive valuable benefits to a Sponsorship.

**Inexpensive Marketing Opportunity**
Spend $5000 reach **40,000 people** less than 1/2 cents per person.

**Social Media World**
Linking your business to a worthy cause can draw lasting support, media attention and reach a wider demographics.

**Website Users:**
- 56.90% Female
- 43.10% Male

**Age:**
- 25-34 - 26.45%
- 35-44 - 24.19%
- 45-54 - 19.68%
- 55-64 - 11.94%
- 18-24 - 7.10%
2019 Articles

We are lucky to live in Alexandria, a city that comes together each year to foster learning and excitement around careers, what students can potentially become, and what to do to get there. If your business is interested in becoming a host to T.C. Williams students in this exciting and rewarding effort on April 25, please email Jacinta Greene at greenejacinta@gmail.com.

Jacinta Greene is a Commissioner with the Alexandria Commission for Women, Event Planner for the Alexandria Take Our Daughters and Sons to Work Day Program and a board member on the Alexandria City School Board.
Kids, Parents, Grandparents Enjoy Day at Cal U

The campus community celebrated Take Our Daughters and Sons to Work Day on April 25.

President Donald A. Jackiewicz welcomed campus visitors and students for photos and a special event to celebrate Take Our Daughters and Sons to Work Day.

DAVID ALHEIDA | MARCH 27, 2017

How To Plan A Great Take Your Children to Work Day

Kronos celebrated its 10th annual Take Your Child To Work Day event last year, a week before the official national day. This year’s Take Our Daughters and Sons To Work Day is April 27, and again we’re celebrating nine days before which will become more relevant in a moment.

Over the past decade we have learned a lot from the kids and our volunteers to ensure our annual event is a positive and enriching experience for all involved. In 2016, we hosted more than 90 children at our global headquarters in Chelmsford, Mass., while also running concurrent events in our Indianas, California, and Canadian offices. Our 2017 theme revolves around aviation and STEM: “Take Flight: Imagination Soars at Take Your Child to Work Day.”

We’ve never had a single complaint from a parent or teacher for taking children out of class because we create a day filled with learning and interactive activities. Here are some things we’ve learned over the years that should help you plan a successful day:

Make it an event, and have a theme: Take Our Daughters and Sons To Work Day should not be an excuse to have kids hang around and watch their parents fill out TYP reports. That’s a distraction for the parent and torture for the child (unless, of course, the parent is a rocket scientist, video game tester, or zookeeper). So, step one is to organize a day filled with different events that match your overall theme to keep the kids engaged, inspired, and interested.

Feeding them is a good idea, too.

Don’t obsess over the official national day or your theme’s: The Take Our Daughters and Sons To Work® Foundation does an amazing job. They deserved every bit of backing they received from the White House last year, and companies and parents should continue to support their worthy cause. However, holding your event on the actual national date and tying yourself strictly to the year’s theme limits your possibilities.

First, we choose a day that works best for the majority of our employees, avoiding April’s school vacation weeks in Mass. and New Hampshire. We then use the official theme and the organization’s recommendations as loose guidelines to create meaningful experiences for the kids that align with our business, mirror our corporate culture, and are flexible for our people.
Ida Siegal

How many people can trace the origin of their career path to a single day in childhood?

I can.

My name is Ida Siegal and I'm a television news reporter for WNBC-TV in New York City. I was sixteen years old when I decided this was what I wanted to. I remember the pivotal day that changed my life vividly.

As a High School Sophomore, I was chosen to participate in the first ever Take Our Daughters To Work program. A group of us got to visit the ABC newsroom and meet the famed Peter Jennings, who was the lead anchor and manager editor at the time. I remember seeing first-hand exactly what happened all day, behind the scenes, that resulted in a 30-minute news program getting broadcast that very evening.

But most of all, I remember being in complete awe of Peter Jennings. He had traveled all over the world, had a unique perspective on varied social issues and was charming and funny to boot! I decided he was the smartest person I’d ever met, and I wanted to be just like him. It was quite literally a life changing experience and a direct result of the Take Our Daughters and Sons to Work program. This is a program that can’t be replicated in the classroom.

“It is a unique opportunity to change a child’s entire perspective and thereby, change their lives.” — Ida Siegal

https://www.youtube.com/watch?v=rsCHvSv3_7k
This year’s theme is “Shaping the Future.” Well, that’s a perfect theme because the future is what everyone in this room and on this entire campus is about. You, me, all of us—shape the future. At NIST, we are involved in many types of research that shape our country’s future—making it stronger, more prosperous, and a better place in which to live.

And you are this country’s future. And from what I see in front of me—curiosity, enthusiasm, and an alive, dynamic let’s-get-going attitude—that future is in great hands. —Dr. William Jeffrey, Director, National Institute of Standards and Technology

We are lucky to live in Alexandria, a city that comes together each year to foster learning and excitement around careers, what students can potentially become, and what to do to get there.

Through leadership, expertise, and collaborations, Take Our Daughters and Sons To Work Day advocates for change in social policy and public awareness on behalf of youth. It is sponsored by the Alexandria Commission for Women, the Alexandria Department of Community and Human Resources and the T.C. Williams Department of Counseling. —Jacinta Greene is a Commissioner with the Alexandria Commission for Women, Event Planner for the Alexandria Take Our Daughters and Sons to Work Day Program and a board member on the Alexandria City School Board.

University of California — The day was a smashing success, judging from the kudos that came in from parents. Wrote Lifang Chiang, of the Office of Research and Graduate Studies: “The events were of very high quality and...the kids and volunteer staff all seemed very engaged. Great collective spirit!”

Parent Lee Ann Beckley, of the Research Grants Program Office. “I was beyond impressed with the amount of caring and passion that was so clearly evident throughout, from the organization of volunteers and logistics and engaging activities...the carefully prepared presentations and instruction, the photo-op with Janet Napolitano, the “downtime” cartoon during the afternoon break, the food that was healthy, yet with some indulgent items mixed in, the wonderful senior executive speaker, [Rachel Nava] who clearly has a knack with kids), to sum everything up at the end of the day, and, finally winding up by sending everyone off with certificates and backpacks with little surprises tucked inside.”

Sarasota County Schools recognizes the importance of this national celebration. We want our students to be excited about their futures and this initiative enables them to get a behind-the-scenes look at potential workplaces and careers of interest to them. We encourage participating parents/guardians, businesses and organizations to make this a memorable experience for their visiting student(s).

April 26, 2017 - Take Your Daughters and Sons To Work Day, the fourth Thursday in April in the U.S., began as a way to help kids see the purpose of their education and foster career aspirations. It’s also a great way to engage your employees and allow them to share what they do 40 hours a week (or more) with their kids or an important kid in their lives. —Glassdoor Team

The LakeLand campus family grew a little bit as faculty and staff members participated in “Take Our Daughters and Sons to Work Day.” The young professionals (dressed to impress, might we add) not only got to experience what their parents actually do every day, but were also shown the value of an education. Empowerment starts at a young age, and these boys and girls are well on their way to being tomorrow’s leaders. —Keiser University - May 1, 2017

The goal of the day is to show children how their education in elementary and high school applies to the real world and the workplace.

As parents, our number one job is to raise children to become self-sufficient adults who contribute to society in a helpful way. This is just one small step in achieving that parenting goal. The Take Our Daughters and Sons to Work Foundation can help you plan a successful and meaningful “work” day for your children and for your company. There are resources for parents, teachers, and companies to implement and use. And it’s free! The foundation has entire tool kits with age appropriate activities, simulations, and experiences for girls and boys to encounter and solve during their work day. From balancing budgets and making marketing ads to writing press releases and ordering supplies, it takes school subjects and inspires the children to apply what they do and how they interact with others. The opportunity to go to work with a parent and really understand what they do does not come around often. What they do has an impact on everyone who lives in our community.”—Orange County Government

Mayor Carlos A Gimenez, Mayor Miami-Dade County, FL - says it gets the kids to be ready for what is coming in the future and so you know what work is all about and to be successful in life. https://www.youtube.com/watch?v=doEWe-bmREQ&feature=youtu.be

Pam Lario President & CEO of Big Brothers Big Sisters, TODASTW is bringing all the children to work and showing them art of what is possible in todays world. What they can be if they work hard, set high standards. Don’t let anything limit you. https://www.youtube.com/watch?v=IoWCRYFlsbw

City of San Diego Sherri Lightner Council - This is my favorite day here in city San Diego, It give our youth a chance to see what their parents do for work and the impact of Civil Service profession. https://www.youtube.com/watch?v=Fc6pr80sTWA&feature=youtu.be

Greg Delagi Senior VP of Texas Instruments - An event like this is so important to education. 1. Spark the interest in children about what science and engineering is like. What kinds of things can be done through engineering. This kind of work at TI is so engineering centric. Have kids understand what engineering is all about and to see it in action and have them connect to see where they need to excel in there studies and focus on the skill they need to do this work in their life. Its important for us as parents or us as leaders have the opportunity to spark the imagination of the next generation. https://www.youtube.com/watch?v=vZE44r2yXMQ

See what people and companies are saying and on YouTube?