



The Junior League of Atlanta, Inc.

**LITERACY
WALK** Going the extra
mile for literacy

Dear Friend:

For over 100 years, The Junior League of Atlanta (JLA) has played an integral role in transforming the City of Atlanta into a place where we can all live, play and grow together. That's why we are excited to share with you our newest effort to bring one another together to make a positive impact on literacy for children and adults.

The inaugural Literacy Walk will take place on Sunday, November 7, 2021 and encourages participants of all ages to “go the extra mile for literacy.” This new event will take place during National Family Literacy Month and raise critical funds for the JLA's literacy efforts and partnerships in the community including work with the Atlanta Speech School, Georgia Early Education Alliance for Ready Students (GEEARS), Literacy Action, and our internal Journey to Literacy placements. **Last year alone, the JLA provided nearly 1,300 books through our Journey to Literacy program and over \$21,000 to programs supporting early childhood education and tutoring. JLA volunteer hours regularly participate in literacy awareness and development in the community through the Mayor's Summer Reading Program, Georgia Pre-K Week and Dr. Seuss Day.**

We invite you to go the extra mile for literacy with the JLA and become an inaugural sponsor of this year's family-friendly, fall event that will take place at North Atlanta High School. With your support, we can positively impact the lives of thousands of children and adults in the City of Atlanta.

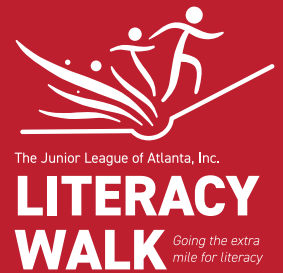
Please find our sponsor benefits and form enclosed. We are happy to speak with your team about how your involvement can transform language and literacy development in children and adults.

Sincerely,

Amber Powell, Chair
Inaugural Literacy Walk

Stephanie Collett, Co-Chair
Inaugural Literacy Walk

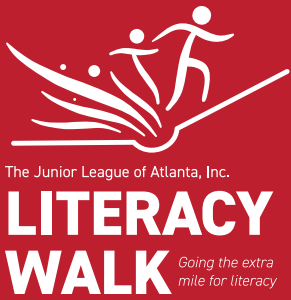
Walk with the JLA



SPONSOR THE INAUGURAL LITERACY WALK

The Junior League of Atlanta invites you to become a sponsor of the inaugural Literacy Walk taking place on Sunday, November 7, 2021 from 1 to 4 p.m. To learn more about becoming a sponsor, contact Amber Powell at literacywalk@jlatlanta.org.

| SPONSOR LEVELS | \$10,000 | \$5,000 | \$2,500 | \$1,000 |
|------------------------------|-------------------|--------------------------|------------------|------------------|
| Presenting Sponsor | X | | | |
| Event Speaker | X | | | |
| Event Table | X | X | X | |
| Logo on Shirt | X | X | X | |
| Sponsored post on SM | 2 Boosted | 1 Boosted | 1 | |
| Post on event SM | 2 Boosted | 1 Boosted | 1 | 1 |
| JLA Member Email | 1 Dedicated Email | Logo + Write Up in email | Logo in email | Name in email |
| Promotion on event web pages | Logo w/hyperlink | Logo w/hyperlink | Logo w/hyperlink | Logo w/hyperlink |
| Tickets to Walk | 40 | 20 | 10 | 6 |



Walk with the JLA

Contact: Amber Powell, Chair at literacywalk@jlatlanta.org

Sponsor Name (Please list as it should appear in print and digital materials)

Contact Person

Contact Phone

Contact Email

Website

Company Address

City, State and Zip

Method of Payment **Check** **Credit Card** **Invoice**

I prefer to make a credit card payment online. Please email me the link for payment.

Card Number

CV Code

Expiration

Billing Address

Billing City, State and Zip

Make checks to The Junior League of Atlanta

Mail to:

The Junior League of Atlanta, Inc.
c/o Sharon Klein
3154 Northside Parkway
Atlanta, GA 30315

JLA AT-A-GLANCE*

LITERACY WORK

OUR COMMUNITY WORK

Journey to Literacy puts books in hands of children, increases engagement with reading and activities (i.e. themed crafts), and increases family/parent education.

- 1,200 -1,300 books are donated annually to partners such as the Fulton County Library System.
- Three books are identified each month based on reading level: 1-3 years, 4-5 years, and 6-8 years.

Done in a Day literacy activities are one-day events hosted with a JLA partner or placement organization including:

- Mayor's Summer Reading Program.
- Georgia Pre-K Week.
- Dr. Seuss Day.

ECE Education/Tutoring volunteer opportunities in 2020 included 82 JLA members working in the community and provided \$21,300 in funding to three partner organizations:

- Agape Youth & Family Center.
- Atlanta Botanical Gardens.
- Horizons Atlanta.

OUR ADVOCACY WORK

JLA is a member of the following coalitions:

- Learn4Life
- Georgia Infant-Toddler Alliance
- PAACT (Promise All Atlanta Children Thrive)

JLA supported the following ECE legislation:

- House Bill 32 (tax credit for rural teachers)
- Senate Bill 210 (mandatory recess)

JLA supports partners during Georgia Pre-K Week and GEEARS Forums.

MEMBERS

2,900 MEMBERS

| | |
|-------------|-----|
| Provisional | 11% |
| Active | 33% |
| Sustainer | 40% |
| Emeritus | 16% |

LIFESTYLE

| | |
|------------------|-----|
| Married/Partner | 54% |
| Single | 36% |
| Divorced/Widowed | 9% |

EMPLOYMENT

| | |
|--|-----|
| Work Full-Time | 65% |
| Retired | 13% |
| Student/Unpaid/ Community Supporter | 22% |

EDUCATION

| | |
|----------------------|-----|
| College Degree | 97% |
| Post-Graduate Degree | 56% |

MARKETING

SOCIAL**

| | |
|---------------------|-------|
| Facebook Followers | 6,600 |
| Instagram Followers | 5,129 |
| Twitter Followers | 4,520 |

WEBSITE

| | |
|----------------|-------|
| Monthly Visits | 6,578 |
|----------------|-------|

EMAIL

| | |
|-------------------|-------|
| Total Subscribers | 5,000 |
| Average Open Rate | 49% |

MAGAZINE

| | |
|-------------|---------------|
| Publication | Print/Digital |
| Frequency | Triannual |
| Readership | 21,000 |

During the 2020-2021 year, The Junior League of Atlanta, Inc. members volunteered for more than 50,000 hours with 46 local partners...a value of \$1.5 million to the Greater Atlanta community. The organization also hosted nearly 200 leadership virtual training events and in-person service opportunities for members, while providing \$230,000 in direct cash contributions to Atlanta nonprofits. Visit jlatlanta.org learn more.

*Data as of 5/31/2021

**Data as of 9/15/2021