



The Nancy and Paul O'Neill Speaker Series

presenting...

WES MOORE

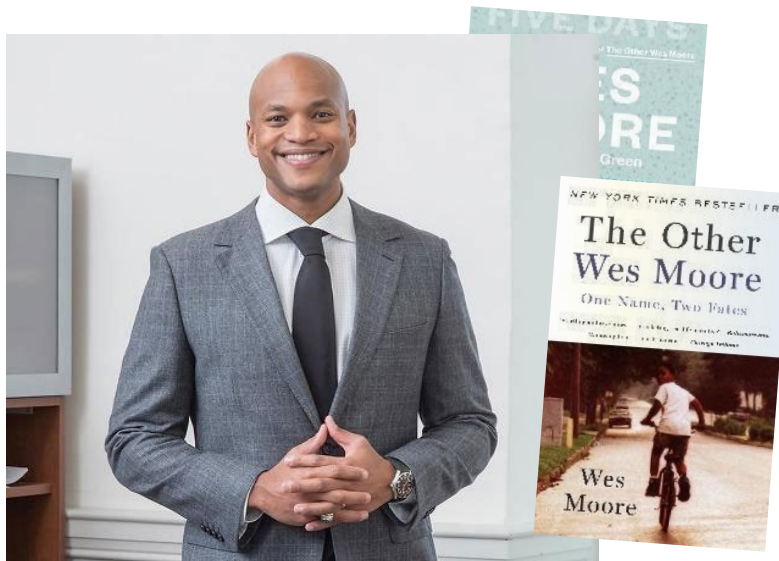
Author of

THE OTHER WES MOORE
&
FIVE DAYS

SPONSORSHIP PACKET

An evening with Wes Moore

Author of *The Other Wes Moore* and *Five Days*.



Wednesday, September 29, 2021, 5:30 p.m.

709 North Aiken Avenue

Pittsburgh, PA 15206

412-362-2001 | www.theneighborhoodacademy.org

Our students break the stereotype of inner-city youth ...



They come from backgrounds of need...

Our student body is comprised of students who otherwise could not afford a college-preparatory education; they come from 20 neighborhoods across Pittsburgh and surrounding communities. At TNA we respect racial, cultural and faith differences as we nurture, educate and support not only the student, but their families. At the core of our community is a desire to respond to a wide range of needs that affect the student.

The Neighborhood Academy serves students ages 11-18 in grades 6 through 12. The student body demographics include:

The demographics of our students are as follows:

- 99% are African American or bi-racial;
- 70% have a taxable family income of less than \$30,000;
- 70% live in a single-caregiver household;
- 50% live in families with a history of drug and/or alcohol abuse;
- 46% live in families with a history of domestic violence;
- 29% have experienced incarceration within their immediate family; and
- 85% of students would otherwise be enrolled in a school categorized as 'low-performing' by the Pennsylvania Department of Education.

...yet lead our city with statistic-breaking achievements.

Our 2020 graduating class continued our 100% acceptance rate to four-year colleges and universities. This outstanding class – the largest graduating class in TNA history – were collectively awarded nearly \$500,000 in scholarship dollars from a total of 43 colleges and universities. This is an enormous accomplishment for the students, their families, and The Neighborhood Academy. In total, our graduates have been accepted to over 300 colleges. Our alumni boast a 76% five-year college graduation rate. This statistic is strikingly successful considering the national statistic: only 16% of low-income college students graduate from college (*National Center for Education Statistics, 2017*). We stress the importance of not only going to college, but finishing college. Our students are given high expectations of scholastic performance, academic integrity and career preparation, and they thrive.

We currently have five alumni pursuing graduate degrees and two alumni who recently graduated from a graduate program. Our five alumni are pursuing graduate degrees in Speech Pathology, Forensic Psychology, Business Management, Organizational Management, and Public Health.

The Neighborhood Academy is a private, faith-based college preparatory school serving students in grades 8-12.

For more information, please contact Sheila Rawlings at (412) 626-6851 or

sheila.rawlings@theneighborhoodacademy.org.

The Author | Wes Moore



Wes Moore is the Chief Executive Officer of Robin Hood, one of the largest anti-poverty forces in the nation. He is a bestselling author, a combat veteran, and a social entrepreneur.

Wes' first book, *The Other Wes Moore*, a perennial New York Times bestseller, captured the nation's attention on the fine line between success and failure in our communities and in ourselves. That story has been optioned by executive producer Oprah Winfrey and HBO to be made into a movie. He is also the author of the bestselling books *The Work*, *Discovering Wes Moore*, and *This Way Home*.

Wes' latest book, *Five Days*, explores the uprisings in Baltimore in 2015 after the death of Freddie Gray in police custody through a kaleidoscope of perspectives and examines critical questions about the deeper causes of violence and poverty.

Wes grew up in Baltimore and the Bronx, where he was raised by a single mom. Despite childhood challenges, he graduated Phi Theta Kappa from Valley Forge Military College in 1998 and Phi Beta Kappa from Johns Hopkins University in 2001. He earned an MLitt in International Relations from Oxford University as a Rhodes Scholar in 2004. Wes then served as a captain and paratrooper with the U.S. Army's 82nd airborne, including a combat deployment to Afghanistan. He later served as a White House Fellow to Secretary of State Condoleezza Rice.

Before becoming CEO at Robin Hood, Wes was the founder and CEO at BridgeEdu, an innovative tech platform based in Baltimore addressing the college completion and job placement crisis by reinventing freshman year for underserved students. BridgeEdu was acquired by Edquity, a Brooklyn-based student financial success and emergency aid firm, in June 2019.

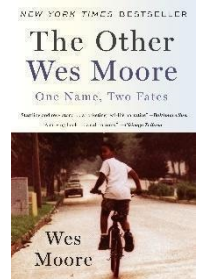
Wes has also worked in finance as an investment banker with Deutsche Bank in London and with Citigroup in New York.

Wes has served on numerous nonprofit and social-impact boards and is a lifetime member of the Council of Foreign Relations.

The joy of Wes' life are his two children and his wife Dawn.

The Book | *The Other Wes Moore: One Name, Two Fates*

Two kids named Wes Moore were born blocks apart within a year of each other. Both grew up fatherless in similar Baltimore neighborhoods and had difficult childhoods; both hung out on street corners with their crews; both ran into trouble with the police. How, then, did one grow up to be a Rhodes Scholar, decorated veteran, White House Fellow, and business leader, while the other ended up a convicted murderer serving a life sentence? Wes Moore, the author of this fascinating book, sets out to answer this profound question. In alternating narratives that take readers from heart-wrenching losses to moments of surprising redemption, *The Other Wes Moore* tells the story of a generation of boys trying to find their way in a hostile world.



The Book | *Five Days: The Fiery Reckoning of an American City*

When Freddie Gray was arrested for possessing an “illegal knife” in April 2015, he was, by eyewitness accounts that video evidence later confirmed, treated “roughly” as police loaded him into a vehicle. By the end of his trip in the police van, Gray was in a coma from which he would never recover.

In the wake of a long history of police abuse in Baltimore, this killing felt like the final straw—it led to a week of protests, then five days described alternately as a riot or an uprising that set the entire city on edge and caught the nation’s attention



The Nancy & Paul O’Neill Speaker Series

For The Neighborhood Academy, a college preparatory high school whose mission is to break the cycle of generational poverty through education, The Nancy & Paul O’Neill Speaker Series gives a platform for a renowned author to share and discuss an impactful publication that the students and audience may relate to. Wes Moore’s book *The Other Wes Moore: One Name, Two Fates* explores the lives of two Wes Moores and the factors and choices that led one to a Rhodes scholarship, military service, and a White House fellowship, and the other to drug dealing, prison, and eventual conversion to the Muslim faith — both sharing a gritty sense of realism about their pasts.

Any questions about the event can be directed to Jonathan Winkler, Events, Marketing, and Development Associate, at jonathan.winkler@theneighborhoodacademy.org or 412-203-0158.

Event Timeline

Wednesday, September 29, 2021

5:30 p.m. – 7:00 p.m. – Author’s Circle VIP Gathering with Wes Moore; General Admission; Libations and Dinner.
7:00 p.m. – 8:30 p.m. – Wes Moore’s Presentation and Conversation; Dessert/Coffee Bar

Ticket Levels

\$250 – Author’s Circle VIP ticket (in-person or virtual)

- Author’s Circle VIP Gathering, Libations with Wes Moore and Dinner (5:30 p.m. – 7:00 p.m.)
- Wes Moore's Presentation and Conversation, Dessert and Coffee Bar (7:00 p.m. – 8:30 p.m.)
- Signed copy of *The Other Wes Moore* book

\$150 – General Admission Ticket (in-person)

- Libations and Dinner (5:30 p.m. - 7:00 p.m.)
- Wes Moore's Presentation and Conversation, Dessert and Coffee Bar (7:00 p.m. – 8:30 p.m.)

\$100 – Virtual Admission Ticket (virtual)

- Zoom admission to Wes Moore's Presentation and Conversation (virtual participants may submit questions) (7:00 p.m. – 8:30 p.m.)
- Bottle of wine mailed to your home

Proceeds benefit life-changing student scholarships.

Sponsorship Opportunities

Your company can make a difference in the lives of our students and our school by becoming a ...

Presenting Sponsor (\$30,000)

- Exclusive recognition as Presenting Sponsor on all print/digital marketing materials
- 10 tickets in reserved seating and VIP reception
- 10 copies of *The Other Wes Moore* book
- Feature article in TNA Newsletter/e-newsletter following the event
- Company logo on event Facebook page
- 2-minute pre-recorded promo video before presentation
- 2-minute pre-recorded promo video posted on social media
- Company logo and identification printed on book insert
- Company logo and identification printed on dinner box sticker
- Company logo and identification printed on print invitation
- Full-page advertisement in the event program booklet with premium placement
- Company logo and identification as Presenting sponsor on TNA website
- Company logo and identification as Presenting sponsor on event in-person and virtual slideshow

Gold Sponsor (\$15,000)

- 8 tickets in reserved seating and VIP reception
- 5 copies of *The Other Wes Moore* book
- Listed as Gold Sponsor in all electronic communication
- Company logo on event Facebook page
- 1-minute pre-recorded promo video before presentation
- 1-minute pre-recorded promo video posted on social media
- Company logo and identification printed on book insert
- Company logo and identification printed on dinner box sticker
- Company logo and identification printed on print invitation
- Full-page advertisement in the event program booklet
- Company logo and identification as Gold Sponsor on TNA website
- Company logo and identification as Gold Sponsor on event in-person and virtual slideshow

Silver Sponsor (\$10,000)

- 6 tickets in reserved seating and VIP reception
- 3 copies of *The Other Wes Moore* book
- Company logo on event Facebook page
- 30-second pre-recorded promo video before presentation
- 30-second pre-recorded promo video posted on social media
- Company logo and identification printed on book insert
- Company logo and identification printed on dinner box sticker
- Company logo and identification printed on print invitation
- Full-page advertisement in the event program booklet
- Listed as Silver Sponsor in event program
- Company logo and identification as Silver Sponsor on TNA website
- Company logo and identification as Silver sponsor on event in-person and virtual slideshow

Bronze Sponsor (\$5,000)

- 4 tickets in reserved seating and VIP reception
- One copy of *The Other Wes Moore* book
- Company name and identification printed on print invitation
- Full-page advertisement in the event program
- Listed as Bronze Sponsor in event program booklet
- Company name and identification as Bronze Sponsor on TNA website
- Company name and identification as Bronze sponsor on event in-person and virtual slideshow

Bulldog Sponsor (\$2,500)

- 2 tickets in reserved seating and VIP reception
- Full-page advertisement in the event program
- Listed as Bulldog Sponsor in event program booklet
- Company name and identification as supporter on TNA website
- Company name and identification as Bulldog sponsor on event in-person and virtual slideshow

Supporting Sponsor (\$1,500)

- Company name and identification as supporter on TNA website
- Company name and identification as Supporting Sponsor on event in-person and virtual slideshow



Sponsorship Commitment Form

Thank you for supporting *The Nancy & Paul O'Neill Speaker Series* presented by The Neighborhood Academy. By completing this form, you agree to become an event sponsor. Please submit your completed form and corporate logo to jonathan.winkler@theneighborhoodacademy.org

PLEASE SUBMIT BY JUNE 1, 2021 TO BE INCLUDED ON PRINT MATERIALS

Thank you for your support!

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

	Package Name	Sponsorship Amount
<input type="checkbox"/>	Presenting Sponsor	\$30,000
<input type="checkbox"/>	Gold Sponsor	\$15,000
<input type="checkbox"/>	Silver Sponsor	\$10,000
<input type="checkbox"/>	Bronze Sponsor	\$ 5,000
<input type="checkbox"/>	Bulldog Sponsor	\$ 2,500
<input type="checkbox"/>	Supporting Sponsor	\$ 1,500

By signing below, I commit to the sponsorship noted above.

Signature: _____ Date: _____

Please make checks payable to: **The Neighborhood Academy.**

Proceeds benefit life-changing student scholarships.

The Neighborhood Academy
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