



Upward Roots (UR) is on a mission to provide each and every young person in Oakland with the opportunity to meaningfully engage in their communities through youth-led service. **We believe in the power of community service** to transform oneself, others and our communities from within.

With 75% of Oakland students eligible for free and reduced lunch, they are often viewed as *disadvantaged*. We believe that Oakland youth have a **unique advantage** and are capable contributors when provided a platform to engage and create change. Just **40% of youth report the opportunity to meaningfully engage in their community**. UR addresses this service opportunity gap through intentionally designed experiential learning programs that build essential skills like: leadership, collaboration, communication, perseverance, critical thinking and problem solving, as well as self-and social awareness. Our **goal is to one day reach every upper elementary and middle school student in Oakland** through our programs, **positively impacting the Town** and **empowering each participant to be a lifelong agent of change**.

We love Oakland and local businesses. It would be an honor to partner with interested local businesses throughout the year. Generally, we are always looking for in-kind event spaces, as well as in-kind food and beverage items, silent auction items (artwork, t-shirts, etc), as well as supplies and materials for programs and service projects.

Below is a snapshot of events, based on our current 2017 events calendar, where we have identified concrete needs for support or partnership. UR is happy to name official sponsors and explore other cross-marketing opportunities.

January 14, 2017: Upward Roots Service Saturday, 9:30 am – 12:30 pm (in honor of MLK day) at Esperanza Elementary and Korematsu Discovery Academy.

- Potential needs:
 - In-kind food and beverages, refreshments to those who show up to volunteer.
 - Supplies and materials, such as: brooms, dust pans, gardening gloves, trash bags, gardening tools, paint brushes, drop clothes, general cleaning supplies.

March/April 2017: UR is seeking a local business (café, coffee shop, bakery, etc) interested in hosting a weekend “Cafecita” (to become a quarterly or bi-monthly event) to connect our individual network with our mission. UR would drive individuals to attend and would be interested in a % proceeds-sharing opportunity.

May 18, 2017: Second Annual Youth Awards. Looking for named sponsors, providing in-kind items: food, beverages, giveaways for 300 Oakland youth, raffle prizes, print and design services, marketing support.

September/October 2017: in-kind event space for key organization fundraiser (evening), in-kind food, drink, marketing, advertising, printing.

Please email or call Executive Director, Elizabeth Knight, elizabeth@upwardroots.org, 510-488-4490 if you are interested in discussing these potential opportunities in more detail.