The Neediest Kids Ambassador's Circle

A Bridge to Success

In 1972, former General Manager of WJLA-TV (ABC 7) Thomas Cookerly saw a need to help young people who, through no fault of their own, could not reach their full potential because they needed glasses, hearing aids, or basic essentials such as coats, shirts, and shoes. The Neediest Kids (TNK) program was born.

Nearly five decades later, TNK continues to serve the 42 percent of students across the region distracted and overburdened by the deprivation associated with poverty. As part of The National Center for Children and Families (NCCF), TNK offers a bridge to success for over 40,000 students in D.C. Public Schools; D.C. Charter Schools; Montgomery County Public Schools; Frederick County Public Schools; Prince George’s County Public Schools; Howard County Public Schools (in progress); Alexandria City Public Schools; Arlington County Public Schools; Fairfax County Public Schools; and Loudoun County Public Schools each year.
TNK Ambassador's Circle

Impact

TNK’s premise is simple and profoundly effective. By providing targeted support to a student in need rapidly and discreetly, we can enable that child to focus on school and commit to their own growth as a citizen of a community that is invested in them.

Last school year, NCCF distributed over $1,000,000 in goods and services for TNK which also provided:

- Over 2,500 brand new coats to students and their families.
- Over 1,000 eye exams and glasses.
- Gift cards from local grocery stores to over 500 families before Thanksgiving.

This school year, TNK has already provided:

- Over 1,500 brand new coats.
- Over 1,500 eye exams and glasses.
- Gift cards for groceries and hygiene products to 200 families.

However we have not yet reached our goal to finish strong in 2019. We look for the support of our friends and neighbors in the business community, and for sponsors to step up and help local children and their school districts.

Let us keep the momentum going by joining our newly launched TNK Ambassador Circle!
TNK Ambassador's Circle

TNK in Action

• NCCF recently encountered a single mother of two who fled homelessness in Houston following Hurricane Harvey. With nothing but the clothes on their backs, they came to Washington, DC seeking a better future. Through contact with DCPS, TNK has provided grocery cards, SmarTrip cards, hygiene products, and connections to local resources to help them get their feet on the ground.

• A fourth grade teacher from Fairfax County struggled to keep the attention of a student who routinely fidgeted and complained about his hurting feet. Realizing that the child’s shoes were worn and too small, the teacher contacted the student’s parents and offered TNK-provided vouchers for new shoes. His parents were extremely grateful and his behavioral issues vanished.

• Prince George’s County is home to a large and vibrant immigrant community. Language barriers can create challenges. Working with an interpreter, a social worker discovered that a student’s parents were not ignoring notices about their child’s poor vision. They were struggling to save money for the eye exam and glasses. TNK provided vouchers for both and the student’s performance improved along with her self-confidence.
TNK Ambassador's Circle

Benefits of Membership
The TNK Ambassador Circle provides a platform for local business and community leaders to make a real difference in the lives of our children - the community's most precious resource. By supporting a cause that matters, members gain visibility among potential customers and future employees. The TNK Ambassador Circle offers a simple way to give back and show you care.

<table>
<thead>
<tr>
<th>Ambassador Benefits</th>
<th>Regional Sponsor $100,000</th>
<th>School District Sponsor $10,000</th>
<th>Ambassador $2,500+</th>
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<tbody>
<tr>
<td>Ambassador Sponsorship at NCCF's Art of Community Gala to Benefit TNK</td>
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<td>Feature Article on NCCF Website</td>
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<tr>
<td>Sponsorship of NCCF's Entire TNK Region (10 school districts)</td>
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<td>Sponsorship of a School District of Ambassador's Choice</td>
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<td>Access to NCCF Social Media Content</td>
<td>✯</td>
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<td>Opportunities for Ambassador’s Staff to Engage with NCCF at Specialty Events</td>
<td>✯</td>
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<td>Prominent Inclusion of Logo and Link on NCCF Website</td>
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TNK Ambassador's Circle

Commitment Form

___ Regional Sponsor ($100,000)
___ School District Sponsor ($10,000)

(Select School District)
___ D.C. Public Schools
___ D.C. Charter Schools
___ Montgomery County Public Schools
___ Frederick County Public Schools
___ Howard County Public Schools (In Progress)
___ Prince George’s County Public Schools
___ Alexandria City Public Schools
___ Arlington County Public Schools
___ Fairfax County Public Schools
___ Loudoun County Public Schools

___ Ambassador ($2,500)

Payment

___ Send an Invoice
___ Check Enclosed for $ ________________

Credit Card: Mastercard Visa Discover American Express
Card Number _______________________________ Exp. Date _____________ Security Code ___________
Name on Card (please print) ________________________________________________________________
Cardholder's Signature ___________________________________________________________________

Please return completed form to:
NCCF
Attn: Kevin Cavanaugh
6301 Greentree Road
Bethesda, MD 20817

Please contact Kevin Cavanaugh, Director of Development and Institutional Advancement at kcavanaugh@nccf-cares.org or 301-365-4480 x 148 with any questions. All gifts to NCCF are tax-deductible as allowed by law. Tax ID Number 52-0591586.