

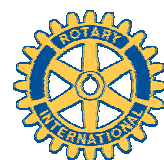
Project Schedule

Dates	Major Activity
Nov 2004-Feb 2005	Recruit Business Sponsors
Jan 2005-Feb 2005	Preparatory Work With Participating Schools & Organizations
Mar 18, 2005	Kickoff Ceremony for Kids Participation
May 1, 2005	Last Day of Kids Participation
May 14, 2005	Awards Ceremony
May 30, 2005	Pledged Donations to DC Kids Charities

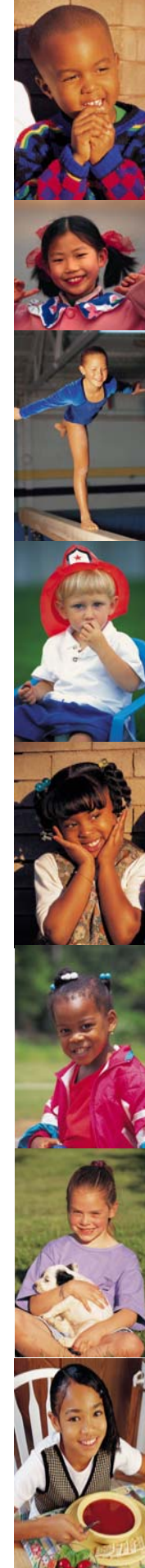
Contacting the Project Team

Function	Name	Telephone	Email
Project Chairman	Don Marx	202-549-9975	don@DCKids-Helping-DCKids.org
Business Sponsor Affairs	Howard Davis	202-622-7166	howard@DCKids-Helping-DCKids.org
Community Partner Affairs	Cynthia Walker	202-965-1991	cynthia@DCKids-Helping-DCKids.org
Public Relations	Monica Boner	202-797-5613	monica@DCKids-Helping-DCKids.org
General Information	Project Team	202-638-3555	team@DCKids-Helping-DCKids.org
Rotary Business Office	Helen Leonard	202-638-3555	office@dcrotary.org

For more information and continuing updates, visit us on the web at www.DCKids-Helping-DCKids.org

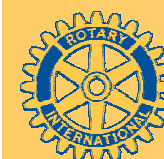


The Rotary Club of Washington DC
 Hotel Washington
 15th and Pennsylvania Ave, NW
 Washington, DC 20004



DC Kids Need Your Help

Become a Business Sponsor to Help Empower DC's 70,000+ School-Age Kids to Help Each Other



A Project of the
 Rotary Club of Washington DC
 And its community partners

Business Sponsor Brochure

About the Project

The Vision

“Imagine every child in the District of Columbia learning about and practicing charitable giving by earning as much as \$5 through their own efforts and then donating that money to a DC children’s charity of their own choice in their own name.”



The Rotary Club of Washington DC is taking the lead in this project to bring together a broad segment of DC’s community stakeholders to participate in a common project to help DC Kids. We are recruiting participants from the following organizations to make this project successful.

- District Government
- District School System
- Private and charter schools
- Better Business Bureau
- Hundreds of community businesses
- Community non-profits
- DC children’s charities
- DC youth organizations
- Community media
- Neighborhood merchants

How DC’s Kids Will Earn The Money

Kids in grades K-4 may earn money by creating and submitting a poster depicting the importance of helping others; kids in grades 5-12 may earn money by creating and submitting a short essay (100 words or less) on one of five community service themes. As an alternative, all grades may participate in a classroom or group project benefiting DC Kids and enter a description of the project and its results. Every participant will receive a “DC Kids Helping DC Kids” tee shirt. Winners and runners-up will be selected for every grade level. Winners will earn substantially higher amounts for their designated charity and special awards.

Where The Money Comes From - The Business Sponsors

DC community businesses sponsor the charitable contributions through pledges. At the completion of the

contest, sponsors will be provided with a list of charities to whom the pledges will be paid directly. The only exception will be the direct donation of participant awards such as tee shirts. Rotary and its community partners do not receive any of the pledged funds.

How We Promote The Project - Schools and Community Partners

DC kids may enter the contest through many avenues supported by our Community Partners:

- Public and private schools (as classroom activities or voluntary after-school projects)
- Community organizations
- Boys and Girls Clubs
- Boy Scouts and Girl Scouts
- YMCA
- Other youth organizations

Participation by these community partners and individual classrooms is voluntary. Teachers who make the project a classroom activity will receive a classroom gift.

Which Charities Will Be Supported

Eligible charities are those whose primary beneficiaries are the children of DC. National charities with offices in DC do not qualify, unless they can demonstrate that the donations will be used exclusively in DC. A list of

The Project Beneficiaries

- DC children’s charities gain much needed funds
- DC kids learn the importance of assisting other DC kids
- DC kids earn recognition for their efforts
- Community government, schools, non-profits, businesses and youth organizations demonstrate they can come together to help DC’s kids

the supported charities will be posted on the DC Kids project website in early January 2005. Charities’ eligibility will be validated by our screening committee with assistance from the Better Business Bureau. DC Kids participating will be able to select from any listed charity or combination of charities.



Being a Sponsor

The Importance of Sponsorship

The success of the *DC Kids Helping DC Kids* project is entirely dependent upon support from DC’s businesses. We need your help. The kids of our nation’s capital are deserving of better opportunities, and as members of the DC community, we have a responsibility to help. Teaching DC Kids to help other DC Kids is an important lesson — while benefiting DC Children’s Charities. This is an investment that will demonstrate to DC Kids the value of taking responsibility for their community.

Highlights of the Sponsor Process

- Donations are accrued through pledges that don’t require actual payment until Jun 2005—so your business can budget the donation in advance
- Pledges may be made online or by mail
- The project team will send each sponsor a list of the donations to be made by them directly to the DC Children’s charity
- The Rotary Club and it’s community partners do not receive any funds — 100% goes to the charities selected by DC Kids from an approved list.

Promotional Opportunities

Rotary understands that mobilizing 70,000+ DC Kids requires an extensive, continuing promotional plan. We are pursuing dozens of media events that will include newspaper, radio and television spots—and celebrity participation. We will include and recognize our sponsors in these events. Our goal is that every business in DC have a *DC Kids Helping DC Kids* poster in their window.

How to Make a Pledge

The good news for corporate finance officers is that pledges do not require payment until June 2005, so these donations may be budgeted in advance. Pledges may be made in three ways: 1) call us and we will send a Rotary member to your business to complete a pledge card, 2) download a pledge form from our website and mail it to us, or 3) enter the pledge directly into our online pledge system (we will email or visit to confirm the pledge). Contact points are listed on the back of this brochure.

Sponsor Incentives

Our goal for this project is that *everyone* who participates benefits — so we have created numerous incentives for our business sponsors. Of course, the benefits are in addition to the knowledge that your business is committed to being a good corporate citizen who supports DC Kids programs.

SPONSORSHIP LEVELS AND BENEFITS							
Sponsor Benefits	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$250	Other
Sponsors Table at Awards Banquet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				All Donations Accepted
Sponsors Party on Presidential Yacht “Sequoia”	6	4	2				
Invitation to Kickoff Ceremony	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Invitations to Private Wine Party at Embassy	6	4	2				
Featured in Media Event With Celebrity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Name on Kids T-Shirts	<input checked="" type="checkbox"/>						
Featured in Media Spots	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Logo/Link From Website to Sponsor’s Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Listed				
One year Rotary Membership	2	1					
Free Advertising in Weekly Rotary Newsletter	1yr	1yr	6mo	5wk	3wk	1wk	
Business Name on Promotional Posters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sponsors Poster for Business Window	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	