




POTENTIAL IN **B**LOOM



**NURTURING THE FUTURE OF VERMONT YOUTH**

## Mentorship Today Grows Opportunities Tomorrow!

We don't create potential; we nurture the greatness within every child. We create and support growth and opportunity through strong, life-changing mentoring relationships, helping that spark grow to their fullest potential. Today's youth face growing adversities, but research shows that when mentored, our youth are 20% more likely to enroll in college or a trade school and earn 15% more in their lifetime.

	Make 3 Matches	Make 2 Matches	Make a Match!	Match Training and Support	Support Match Initiatives
 <b>Growth Partner Levels</b>	<b>Legacy Tree \$7,500</b>	<b>VT Red Maple \$5,000</b>	<b>Sapling \$2,500</b>	<b>Sprout \$1,000</b>	<b>Seedling \$500</b>
<b>Recognition in Marketing Promotions</b> <i>(Press releases, letters to the editor, etc)</i>	✓				
<b>Recognition in Social Media Promotion</b> <i>(Including testimonial about why mentoring is important to you!)</i>	✓	✓			
<b>Social Media "Thank You" Post</b>	✓	✓	✓		
<b>BBBS Newsletter "Thank You" Inclusion</b>	✓	✓	✓	✓	
<b>Campaign Website Logo Inclusion</b>	✓	✓	✓	✓	✓

**PLANT A SEED • NURTURE A MATCH • GROW A FUTURE**

# YOUR SUPPORT IS THE SUNSHINE,

# THEIR POTENTIAL IS THE BLOOM.

As a Growth Partner, your sponsorship provides the “sunlight” and “water” needed for our mentoring relationships to thrive.

You keep programming **FREE of cost** to all youth and families, promoting equity so all young people can have a mentor, have access

to the same opportunities and

experience new things. We aren't just planting seeds. We are cultivating the future leaders of our communities!



Reach out to learn more or make a donation online at [bit.ly/Potential-in-Bloom](https://bit.ly/Potential-in-Bloom).

BBBS Littles are  
**20% MORE LIKELY**  
to enroll in college

BBBS Littles  
**EARN 15% MORE**  
over their lifetime

Being a BBBS Little  
**CLOSES 2/3**  
of the economic gap

## Want to Help Out in Additional Ways?

- **Offer a Matching Gift:** Double the impact of your gift. Corporate dollars can help to leverage giving throughout the campaign.
- **Turn up the Volume:** Highlight your support of BBBS in your company newsletter, social media platforms or other communication forums. Have a personal connection to mentoring? Share your story!
- **Gift of Time:** Encourage employees to become a mentor. It takes just a few hours a month to make a BIG impact!
- **Raise Awareness:** Offer a Lunch and Learn or Coffee Talk with BBBS - in person or virtually. This is a great way for employees to hear more about their company's investment in the community and in BBBS.

## It takes a **LITTLE** to grow something **BIG!**