



EIN: 86-3329363

BE READY

Today more companies than ever seek to welcome more people of color into their leadership ranks. In a hyper-competitive job market, hiring decisions are often made on the margins. The fact that fear of public speaking reduces wages by 10% and inhibits promotion to management by 15% indicates that learning to deliver effective and confident presentations can help young people distinguish themselves from other strong candidates with whom they will compete in the global marketplace. It is often the difference between seizing an opportunity and merely having an opportunity.

At **BE READY**, we share an inclusive vision of America and are committed to help young people of color seize their opportunities by offering our expertise in professional presence and public speaking completely free of charge. We offer the same training delivered by OVATION (getovation.com).

BE READY is about helping the next generation of young professionals develop the leadership and communication skills they will need to be ready for the opportunities that await them.

Why Sponsor BE READY?

- Provides an opportunity to directly impact the personal development in essential life skills for students who come from marginalized communities
- Establishes a talent pipeline with students who are interested in working for your company
- Supports the hiring of more people of color to the Ovation training team, thereby providing a middle-class wage to historically marginalized groups

The Plan

Year 1

- Continue partnership with My Brother's Keeper of NYC
- Partner with two additional community organizations for the 2022-23 school year

Year 2

- Maintain relationships with existing school partners
- Add two additional community partners for five (5) total
- Partner with one charter high school in NYC
- Hire one more trainer of color to join the BE READY team

Year 3

- Expand our organization target list to offer our services to organizations that operate outside of NYC
- Maintain relationships with existing school and community partners
- Partner with three (3) charter high schools and eight (8) community partners
- Hire 2 more trainers of color to join the BE READY team



Five Year Goal

To establish a strong-track record of positive student outcomes over the next three years so that we can achieve our goal of partnering with the Obama Foundation when the doors to the Obama Presidential Center open in 2027.

Sponsorship Levels	ICON \$10,000+	FREEDOM RIDER \$5000	MARCHER \$1000	ALLY \$500	SUPPORTER \$100	FRIEND \$25
501c3 tax benefit	•	•	•	•	•	•
Name/logo on website donor page	•	•	•	•	•	
Recognition in newsletter	•	•	•	•		
Thank you gift	•	•	•			
Thank you video from sponsored students	•	•				
Student scholarship named in honor of donor/organization	•					