

Detroit's Best
OPENING DAY PARTY

Winning Futures

Benefiting

Winning Futures
RARE Everyday Hero Program

The poster features a central image of a Detroit Tigers player in a white uniform and black cap with a 'D' logo. Above the player is a circular logo with two crossed baseball bats and the text 'Detroit's Best' in a script font, with 'OPENING DAY PARTY' in a blue banner below it. The 'Winning Futures' logo is also present within this circle. In the bottom left corner, there is a red and white sign for 'GEM THEATRE'. The bottom right corner contains the text 'Benefiting' above the 'Winning Futures' logo and 'RARE Everyday Hero Program'.

Benefitting



CONTACT: Kristina Marshall, CEO of Winning Futures
248.709.4488 kris@winningfutures.org
27500 Cosgrove, Warren, MI 48092

Executive Overview



Winning Futures is an award-winning organization that makes a difference in the lives of young people who may not otherwise receive the resources they need to prepare for their future.

On the Detroit Tigers Opening Day game (typically in April), Winning Futures holds its annual “Opening Day” party at the spectacular Gem Theatre in Detroit, Michigan.

New friends and longtime supporters come together for food and drinks while cheering for the Detroit Tigers to win their first home game of the season.

“Last year’s event was a complete success and we look forward to an even greater turnout this year. With our new partnership with Michigan Sports Hall of Fame, we will bring a new level of excitement to our guests,” said Joni Nelson, Board Chair of Winning Futures and Vice-President of HR for Ilitch Holdings.

In 2011, Winning Futures hosted this premiere event with seven elite companies for each business’ clients and executive level staff (each company received 100 party tickets and marketing benefits). This is a non-competitive environment and businesses get first right of refusal each year.

- CRH
- Fifth Third Bank
- InStar Services
- MKD Wealth Coaches
- O’Keefe and Associates
- UHY LLP
- Young and Susser, P.C.

Other VIP sponsors include

- Crain’s Detroit Business
- Hennessey Capital
- Identity PR
- Metro Detroit Chevy Dealers Group
- Michigan Sports Hall of Fame

Contact Kris Marshall at 248-709-4488 or kris@winningfutures.org for information on sponsorship opportunities.

Detroit's Best Opening Day Party...a charity event



“Each year, this event grows and grows; word is spreading that this IS the party to be at for the who’s who of Detroit.”

Mark Davis, Chair of the Opening Day Party and CEO of InStar Services.

Date: April – Detroit Tigers Opening Day

Time: 11:30AM – 6:30PM

Location: The Gem Theatre in Detroit, MI (next to Comerica Park)

Attendance: 800+

Audience: Executive level professionals (CEO, CFO, COO, Managers, Attorneys, Partners), mostly late 40's – 60's. All are clients or executive level staff of one of the following event sponsors: CRH, Fifth Third Bank, InStar Services, MKD Wealth Coaches, O'Keefe and Associates, UHY LLP, and Young and Susser, P.C.

Activities: Watching the Detroit Tigers first home game on a theater screen while enjoying food and drinks all day. Auctions and raffle are also hosted to raise money for the charity.

- 11:30am, doors open
- Noon – 6:00pm, food buffets and drinks available
- Noon-1:00pm, Private VIP lunch for sponsors, their top clients, and media guests in the second floor theater
- 1:00pm-2:00pm, Live Auction and Sports Celebrity “meet and greet” sponsored by Michigan Sports Hall of Fame
- Noon-2:30pm, silent auction and Prize Raffle tickets are sold. Eight raffle winners will be drawn with prize packages ranging from \$100 to \$2,000!
- 2:15pm, Winning Futures promotional video shown throughout venue, Hall of Fame celebrity to welcome guests and promote Winning Futures

Winning Futures... Preparing Youth To Succeed



MISSION

To be an exemplary organization that partners with the community to inspire and prepare young people to succeed through life skills programs, scholarship opportunities, and mentoring relationships that focus on character values identification, goal setting, and strategic planning.

VISION

To be the essence of excellence in mentorship that has a long-term, positive impact on youth and the community.

OUTCOMES

Winning Futures is an award-winning organization that makes a difference in the lives of young people who may not otherwise receive the resources they need to prepare for their future. They implement goal setting and mentoring programs in middle schools and high schools in metro Detroit, and teach other non-profits across the country to implement their life skills curriculum. Winning Futures also have two scholarship programs which have awarded a total of \$1.5M since 1994: The Winning Futures Five-Year Planning Scholarship and the RARE Everyday Hero Scholarship. Winning Futures has impacted over 18,000 youth. After participating in the program:

- Over 90 percent of students plan to continue their education at a higher level.
- Nearly 100 percent believe they can accomplish their career goals.
- More than 80 percent have a better understanding of their values.
- All participants believe they can set realistic, detailed goals.
- Teachers and mentors report improvements in attitudes, focus, teamwork skills, goal setting, and confidence.

Ninety percent of parents reported that their children are more prepared for the future, have a better attitude, and have initiated conversations about their future. In a survey of more than 200 past students who are now adults, 90 percent reported:

- They have pursued and/or completed education past high school even though they were not initially college bound.
- They continue to set goals.
- They are more self-reliant and successful because of their skills learned in this program.
- They have a positive attitude.

AWARDS

Winning Futures receives recognition from local newspapers and television stations, and has been recognized with numerous awards including

- Charter One's and WXYZ-TV 7's "Champion in Action Award" for Youth Programming - 2008
- Governor's Service Award "Innovative Mentoring Program of the Year" Award Winner - 2007
- The Governor's Excellence In Practice Award for Career Education - 2005