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## *Infusing Wealth into Economically Challenged Communities*

We are pleased to invite you to join us for our **2015 Champions for Change Breakfast** on Thursday, May 14 from 7:30 am to 9:30 am at the Kennesaw State University (KSU) Continuing Education Center. Join us as we celebrate you, the true champions of change, as you join forces with The Edge Connection to prevent and alleviate poverty in Metro Atlanta.

## *Championing Change in Metro Atlanta...*

As a leader in micro and small business development, The Edge Connection leverages entrepreneurship to address needs in economically oppressed communities in Metro Atlanta that are stricken by generational poverty, economic decline, underemployment, and unemployment. To address the diverse needs of our community members, including but not limited to minorities, women, and veterans, we provide education, resources, and support services to help promote the successful start-up, growth, expansion, and sustainability of micro and small businesses.

Numerous studies have shown that poverty, both generational and situational, is exacerbated due to its cyclical nature. Breaking the cycle of poverty is not easy, but The Edge Connection has proven that entrepreneurship interrupts the cycle of poverty by providing opportunities to build generational wealth. Through business development individuals are given the opportunity to create a better future for themselves, their families, and their communities, thereby creating a community-wide legacy of prosperity.

## *How You Can Help...*

Become a Champion for Change. We invite you to sponsor our annual fundraising breakfast, Champions for Change, on May 14 at the KSU Center. You can also become a Champion for Change by making a donation today through our website at [theedgeconnection.com](http://theedgeconnection.com).

We're confident that with your help we can reach our goal of raising \$150,000 to support our mission. Help us stimulate economic growth and job creation in Metro Atlanta to develop a vibrant small business ecosystem and foster a self-perpetuating system of support.

Terri ElHaddaoui

CEO/Executive Director  
The Edge Connection

Michael Chaffin

Board Chair  
Fifth Third Bank

Brian Wooten

Board Vice-Chair  
Kennesaw State University

#### THE EDGE CONNECTION

Coles College of Business Kennesaw State University 1000 Chastain Road, #3305 Kennesaw, GA 30144  
Phone: 770-499-3228 | Fax: 770-499-3636 | [www.theedgeconnection.com](http://www.theedgeconnection.com)

# Creating Jobs... Alleviating Poverty... Changing Lives...



"As the owner of my own business...

...I can be the mother I've always wanted to be."

**Micro business development is a viable and sustainable poverty prevention and alleviation strategy that promotes economic growth for the individuals we serve and the communities in which they live. However, it is the stories of the people we help that communicate our true impact.**

## Creating Jobs...

Henry and his wife came to the Edge Connection after a series of failed businesses left them frustrated and in need of guidance. Intent on becoming successful business owners, they completed The Edge Connection's Plan for Profit program and took advantage of the resources offered to support sustainable business development. They opened a cleaning business and now no longer struggle to make ends meet. Today, Henry and his wife have a thriving business that employs 17 people.

## Alleviating Poverty...

Malika was working in the massage therapy industry when the owner decided to close the business. Malika faced possible unemployment, but was given the opportunity to take over the business. She had no business experience and few resources of her own, so she came to The Edge Connection for assistance. Malika qualified in the lowest income bracket, operating at 100% of poverty. With determination and focus, she worked with our consultants to move her massage therapy business forward. With a growing client base, Malika's massage therapy business is now helping her achieve financial stability and self-sufficiency.

## Changing Lives...

Genevieve was unemployed when she decided to start a family daycare center. She found her way to The Edge Connection while searching for a way to bring her business to fruition. Her income placed her in the lowest bracket, making less than 30% of the median. However her efforts combined with the support and guidance offered by The Edge Connection soon yielded the creation of Genevieve's early care and learning program. Focused on providing childcare that emphasizes exploration, problem solving, creativity, and growth, she aspires to leave a legacy offering hope, support, and holistic care to families who have children with behavior problems. In much the same way that the Edge Connection changed her life, Genevieve hopes to change the lives of others in her community, one child at a time.

"I created the job I always wanted...

...and then provided jobs for my friends and neighbors."





## *Become a Champion for Change Today!*

Help us champion change in Metro Atlanta by promoting economic self-sufficiency and job creation through micro and small business development. With your sponsorship The Edge Connection can continue its mission of poverty prevention and alleviation by leveraging comprehensive entrepreneurial education, resources, and support to promote economic growth for the individuals we serve and the communities in which they live. Help us create jobs, alleviate poverty, and change lives today!

Join us for The Edge Connection's Champions for Change Breakfast Fundraiser on Thursday, May 14, from 7:30 am to 9:30 am at the KSU Center in Kennesaw [3333 Busbee Drive, Suite 400, 30144].

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## Sponsorship Packages

### *Pillars of Change: \$20,000 +*

Benefits reserved for our prestigious title sponsors include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- Full-page ad in the 2015 Champions for Change Program Book
- Your name/company name included in all press materials generated in promotion of the 2015 Champions for Change Breakfast
- Two branded tables of eight guests with prime seating for the event
- Three-minutes on stage to address guests attending the 2015 Champions for Change Breakfast
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name mentioned as a title supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Full access to The Edge Connection's educational programs and services
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

*\* Inclusion of sponsors name/company's name, and/or corporate identification in the 2015 Champions for Change Breakfast's marketing and promotional materials for all sponsorship packages are subject to printing deadlines.*



## Sponsorship Packages

### *Leaders of Change: \$15,000*

Benefits reserved for our influential leaders of change include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- Full-page ad in the 2015 Champions for Change Program Book
- Your name/company name included in all press materials generated in promotion of the 2015 Champions for Change Breakfast
- Two branded tables of eight guests with prime seating for the event
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name, mentioned as a supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Full access to The Edge Connection's educational programs and services
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

### *Ambassadors of Change: \$10,000*

Benefits reserved for our notable ambassadors of change sponsors include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- Half-page ad in the 2015 Champions for Change Program Book
- Your name/company name included in all press materials generated in promotion of the 2015 Champions for Change Breakfast
- One branded table of eight guests with prime seating for the event
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name, mentioned as a supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Full access to The Edge Connection's educational programs and services
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

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## Sponsorship Packages

### *Patrons of Change: \$5,000*

Benefits reserved for our esteemed patrons of change include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- 1/3 page acknowledgment in the 2015 Champions for Change Program Book
- One co-branded table of four guests with prime seating for the event
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name, mentioned as a supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Full access to The Edge Connection's educational programs and services
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

### *Advocates of Change: \$1,500*

Benefits reserved for our valued advocates of change include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- Four guest tickets to attend the 2015 Champions for Change Breakfast
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name, mentioned as a supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

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## Sponsorship Packages

### *Supporters of Change: \$500*

Benefits reserved for our respected supporters of change include:

- Your name/company name and corporate identification on all printed materials, including announcements, programs, and event signage
- Two guest tickets to attend the 2015 Champions for Change Breakfast
- Acknowledgement on our website at [theedgeconnection.com](http://theedgeconnection.com)
- Your name/company name, mentioned as a supporter of the 2015 Champions for Change Breakfast in review of the event, sent to over 7,000 Edge Connection followers
- Opportunity for you or a representative to participate in the 2016 Champions for Change Breakfast Planning Committee
- The right to use The Edge Connection's name and logo in consumer advertising and trade promotions

*\* Inclusion of sponsors name/company's name, and/or corporate identification in the 2015 Champions for Change Breakfast's marketing and promotional materials for all sponsorship packages are subject to printing deadlines.*



**Yes, count me in as a champion for change!** I wish to sponsor The Edge Connection's 2015 Champions for Change Breakfast taking place on Thursday, May 14 at the KSU Center in Kennesaw.

*Creating Jobs... Alleviating Poverty... Changing Lives*

Please visit our website at [theedgeconnection.com](http://theedgeconnection.com) or check one of the following and complete the information below.

- |  |   |
|--|---|
| <input type="checkbox"/> Pillar of Change (Title Sponsor): \$20,000+ | <input type="checkbox"/> Leader of Change: \$15,000 |
| <input type="checkbox"/> Ambassador of Change: \$10,000              | <input type="checkbox"/> Patron of Change: \$5,000  |
| <input type="checkbox"/> Advocate of Change: \$1,500                 | <input type="checkbox"/> Supporter of Change: \$500 |

Exact name for sponsorship listing: \_\_\_\_\_

**Contact Information**

Name and title: \_\_\_\_\_  
Mailing Address (street): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**Please Check One of the Following:**

- My check for \$ \_\_\_\_\_ written to The Edge Connection is enclosed.
- My check for \$ \_\_\_\_\_ to The Edge Connection will be mailed on \_\_\_\_\_.
- Please invoice me for \$ \_\_\_\_\_.
- Please charge \$ \_\_\_\_\_ to my credit card. Information is below.

**Credit Card Information**

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_ CVV Code: \_\_\_\_\_  
Name as it appears on card: \_\_\_\_\_  
 My billing address is the same as the address listed above.  My billing address is listed below:  
Billing Address (street): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_