

she's a **10**

INVITATION TO BECOME A PARTNER



*Together we can **champion confidence**
in millions of young women and girls.*

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AN INVITATION: PLEASE JOIN US



was founded in 2017 with a belief that every woman and girl deserves to live in a world where she is valued for who she is and what she does.

We started as a public service campaign to change the meaning and use of the phrase “She’s a 10.” Our objective was to flip an outdated, limiting stereotypical phrase about a female’s looks into a positive declaration to recognize what matters most – her strengths, character, and ambitions. Immediately, women and girls – and men and boys (!) – embraced the new definition, and we saw an opportunity to expand our impact through the creation of the She’s a 10 Campaign and Empowerment Fund.

Today we’re on a mission to champion confidence in 10 million young women and girls, and we invite you to join us.

We look forward to all that’s possible!

**Sincerely,
The She’s a 10 Executive Board**

Amy Carney Amy Medendorp Ann-Marie Campbell David Homrich

Ellen Dracos Lemming Kalpana Raina Karen Robinson

Lior Weinstein Lisa Robinson Lynne Fair Homrich Suzanne Apple

ABOUT SHE'S A 10



WE'RE ON A MISSION TO CHAMPION CONFIDENCE IN 10 MILLION YOUNG WOMEN AND GIRLS.

She's a 10 is flipping an outdated, limiting stereotype about a female's looks into a badge of honor and symbol of respect.

She's a 10

- ❖ Produces, distributes, and promotes public service campaigns that feature strong, capable, confident females in action
- ❖ Produces and distributes She's a 10 signature educational programming and empowerment experiences to champion confidence in young women and girls.

Our campaigns and programs mobilize everyone - **men and boys included** - to build the future we all want to see.

Our Partners are individual philanthropists, corporations,, and foundations that want to get involved in She's a 10.

The following pages outline ideas for how our partners can participate, donation requirements, and answers to frequently asked questions. Let's build a better world together!

PARTNER INVOLVEMENT OPTIONS

Our Partners are individual philanthropists, corporations, and foundations that want to get involved in She's a 10.

We offer our Partners a variety of ways to get involved in the positive work of She's a 10. Choose one of the options outlined below or work with our She's a 10 staff to customize your own:

A. Host a She's a 10 workshop or experience for girls in your community.

Our signature POWER OF 10 programs teach girls their value lies not in their looks, but in who they are and what they do. Choose a group of girls from a local non-profit or select from our list of pre-approved girl-centered non-profit organizations.

B. Host a She's a 10 workshop or experience for daughters of your employees or clients.

This event engages moms and dads to bring their daughters to a She's a 10 event.

C. Host a She's a 10 workshop or experience for young women.

Looking to build relationships that could help recruit the best and brightest females to your company? Host a workshop or experience for college-age and millennial women.

D. Set-up a She's a 10 pop-up experience.

Pop-up experiences can be set-up to compliment existing events at your company or be set-up anytime to get employees talking about redefining the phrase "she's a 10."

E. Celebrate the men at your company by hosting a TEAM10 Awards event.

Help us set-up a custom event where females at your company can recognize the male employees who have helped advance their careers and pushed them to better themselves.

F. Let us bring the #Redefine She's a 10 Photography Exhibit to your company.

Together we can organize a photography exhibit to display She's a 10 images of strong, capable, confident females in action around your workplace that will surely get people talking.

G. Customize a She's a 10 event.

We are happy to work with you to design a custom format that fits your objectives.

POWER OF 10® WORKSHOP – for dads and daughters

Our most popular workshop – for discussion purposes only



STRENGTH. CHARACTER. CONFIDENCE.



WHERE SHE LEARNS TO BUILD HER BEST SELF

She's a 10 is partnering with your organization to co-host The Power of 10 workshops to help girls build confidence and character by teaming up with their dads. In this memory-making workshop girls work side-by-side with dads to explore her strengths, discover potential and develop a stronger sense of self.



STRENGTHS+CHARACTERFINDER

Dads and daughters use the She's a 10 Power of 10 list to identify her top 10 strengths and character traits.

- She chooses 5 words she feels best describe her
- She chooses 5 words that describe what her dad has taught her



CRAFTING PROJECT: POWEROF10

- Dads and daughters work together to decorate a keepsake with her top 10 strengths and character traits
- This keepsake can be added to as the years go by



MEMORIES MADE

- Girls share one strength or character trait her dad taught her
- We take photos during the workshop



OUR TURNKEY EXPERIENCE

Your She's a 10 Partner Support Team provides a turnkey experience to make your workshop easy to organize, promote, and host. She's a 10 Dads and Daughters workshop work best with

- Girls ages 7-12
- 30-60 Participants (actual number of participants can be adjusted depending on size of room)

YOU & YOUR TEAM



Pick the date and time for your event



Book the space and coordinate table layout with your facilities team



Send out invitations (use attached flyer)



Gather / manage RSVPs



Order light refreshments

OUR TEAM BRINGS



Nametags



Music & Decorations



All materials for workshop activities



Facilitator / leader to run your workshop



Educational leave-behind materials for dads and opportunity to sign up to receive additional tips

FREQUENTLY ASKED QUESTIONS

What is a She's a 10 Partner?

She's a 10 Partners are individual philanthropists, corporations, and foundations that want to get involved in sparking new conversations and create new opportunities for women and girls.

Partners receive exclusive access to our brand, experiences, content and original programming materials.

What does it mean to become a She's a 10 Partner?

She's a 10 Partners:

1. Commit to hosting at least one POWER OF 10 workshop or She's a 10 event / experience during 2018.
2. Appoint co-Captains (preferably one female and one male) who will be responsible for organizing the workshop and will serve as the primary liaisons between your organization and the She's a 10 staff. Some organizations have a team of people working with the co-Captains to help organize and fulfill Captain responsibilities.
3. Are encouraged to share our public awareness campaigns and / or experiences with employees, clients, and others.
4. Participate in our Champions Circles where leaders from our various She's a 10 communities share best practices, exchange resources, and seek advice.

What are the donations / financial requirements for becoming a She's a 10 Partner?

In order to ensure that She's a 10 can continue to produce and distribute our public service campaigns and provide programming for girls and young women, a guaranteed minimum donation of \$10,000 for each partnership is required. Benefits of your donation are good for one year.

She's a 10 is a program of non-profit League of Change Institute, Inc., a registered 501(c)(3) in the United States. All donations are deductible to the extent allowable by law.

What is the problem She's a 10 is helping to solve?

Stereotypical, limiting messages are everywhere. We've decided to tackle one of them and turn it into a positive source of self-worth and self-confidence for girls and young women. Regarding our work with girls, please see Page 10 to read a few statistics we aim to change.

FREQUENTLY ASKED QUESTIONS (continued)

Can men and boys be involved in She's a 10?

Yes! A founding cornerstone of She's a 10 is to make sure all our workshops and experiences are open to and valuable for men and boys.

How can my organization become a She's a 10 Partner?

1. Get inspired!

Select a workshop / event format that will work best for your organization, employees or clients / customers. See page 5 for options.

2. Review our Partnership Prerequisites (see Page 11) and complete a Partnership Interest Form - [click here to view the digital form.](#)

For assistance with the interest form contact Trishna.Bogetic@locinstitute.org.

3. Start planning your workshop.

Once we have received and confirmed your proposal, a member of our She's a 10 Partner Team will contact you to set a planning kick-off meeting where we will work with you to:

- Set up your She's a 10 steering committee (we request that you start by appointing two co-Captains - one female and one male)
- Plan, publicize and execute your workshop / event
- Share the stories and your results with employees, customers / clients and other stakeholders.

Is She's a 10 a non-profit organization?

She's a 10 is a program of non-profit League of Change Institute, an action tank based in Atlanta - the home of Dr. Martin Luther King, Jr., The Carter Center, and the Center for Civil and Human Rights.

League of Change builds and runs innovative platforms and communities that unite people and make it easy for them to have a positive impact on society.

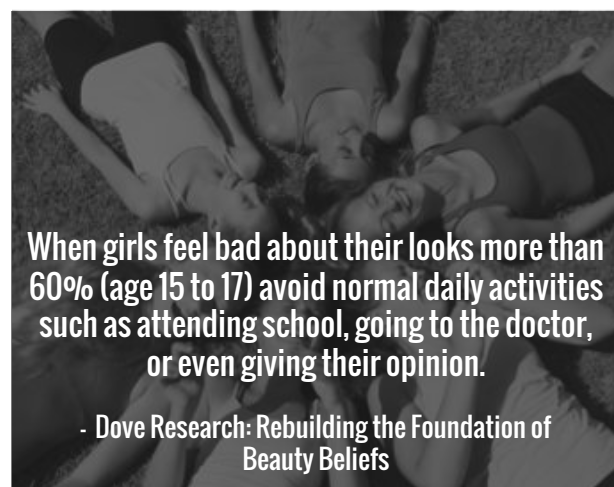
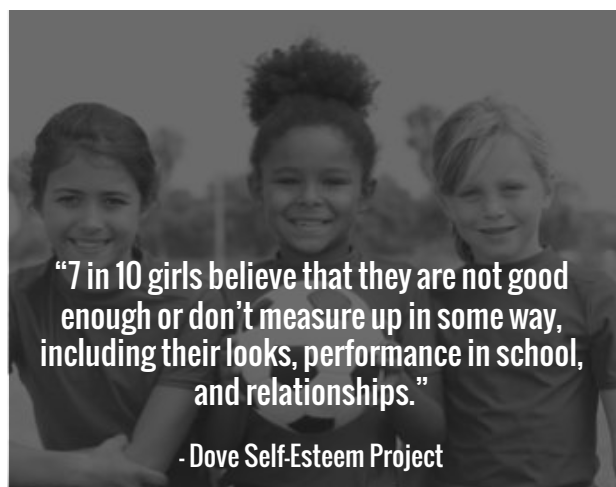
For more information, please visit our websites:

LOCinstitute.org
ShesA10.org

CHANGING THE GAME FOR TODAY'S GIRLS

Donations from She's a 10 Partners help to deliver our signature POWER OF 10® programs to deserving girls that teach girls their value lies not in their looks, but in who they are and what they do. Girls learn to identify their key strengths and character traits, and create a narrative so they can share with others the value they bring to the world.

Here are a few statistics we aim to change.



PARTNER PREREQUISITES

Thank you for your interest in partnering with She's a 10!

Our Partners are committed to sparking new conversations and creating new opportunities for women and girls. Please click [here](#) to complete and submit a Partnership Interest Form digitally. We will review your interest form and respond within two to three business days.

Required:

- ❑ Company name
- ❑ Two – three names for best points of contact (include phone numbers and emails)
- ❑ Describe your company, the service(s) / product(s) you provide, and a brief description of your employees
- ❑ State your commitment to a minimum \$10,000 donation to become an official She's a 10 Partner and where the donation will come from.

Note: All donations are tax deductible in the United States; She's a 10 is a program of League of Change Institute, Inc., a registered 501(c)(3) in the United States

Additional information we like to see (but not required):

- ❑ Which workshop format(s) are you considering? (see ideas on Page 5)
- ❑ What is the desired timing of your workshop?
- ❑ Describe the level of support for planning, publicity and execution you would like from the She's a 10 Event / Campaign planning team
- ❑ Include the number and / or percentage of women on your board of directors, in the C-suite, and in management
 - ❑ Also include the number and / or percentage of women of color in those same areas listed above

WE'RE HERE FOR YOU

QUESTIONS?

We welcome your questions and ideas about She's a 10.

Please feel free to contact us at any time by emailing
Trishna.Bogetic@locinstitute.org



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