



**LEAD
GIRLS**
of North Carolina

2026 SPONSORSHIP OPPORTUNITIES

Joy Nelson Thomas | Executive Director/Founder | joy@leadgirls.org

1100 W First Street, Winston-Salem, NC 27101

www.leadgirls.org | 336-893-5755 | info@leadgirls.org

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A Note from LEAD Girls' Founder & Executive Director

Dear Champion for Girls,

As we commemorate a decade of positively influencing girls' lives, I hope you will help make a lasting impact as a 2026 LEAD Girls Sponsor. We have **empowered over 3,000 girls since launching in 2016** – and we're just getting started! We imagine a future where girls become women who lead and are **not only accepted but celebrated**, transforming the landscape of leadership and the face of decision-makers at every level. Together, we can change a girl's life, change a community and change the world!

As a nonprofit that empowers pre-teen girls, we will soon reach our 2025 goal of serving 400 girls, and despite funding setbacks, we plan to sustain our outreach and again reach 400 girls in 2026. Girls in LEAD participate in workshops and enriching experiences designed to **unlock their full potential at critical moments in their lives.**

We meet during the day at Title I schools in Winston-Salem/Forsyth County and offer community-based programs and workshops in downtown Winston-Salem. Our other initiatives include the "Girls Rising" Leadership Expo, Fashion Entrepreneurship Summer Camp, year-round certified STEAM education, Holiday for HER, wellness events, field trips, hands-on activities, access to subject matter experts, and more!

Our data collection is key, with an independent researcher overseeing the collection and impact assessments post-LEAD. Our research consistently shows **significant positive changes in peer collaboration, decision-making, leadership, and communication** (with one another and with parents). Data analysis shows **higher levels of happiness, better academic performance, and growth in self-concept**



and self-esteem. Our girls learn new skills and make healthy, mindful choices, which lead to **decreased at-risk factors and bullying behaviors** and increased educational aspirations and entrepreneurial goals.

Many of our girls share common stories: they are shy and lack connection, they feel they don't belong, they clash or argue with adults, and/or they need access to new ideas and opportunities – some they may never have considered, like going to college or starting their own business. Most LEAD girls qualify for free lunch and live in a food desert in our city. **Our evidence-based programs inspire them to unlock their limitless potential.**



Your funding invests in a girl's future for years to come. You help with early intervention through our fifth-grade program, provide a core leadership program for sixth to eighth graders, and sustain our investment through our Ambassadors program for ninth and tenth graders as they put their leadership skills into practice.

One example is Dominique, who attended our Community LEAD sessions on Saturdays throughout middle school and also joined the STEAM Pilot program. As a ninth-grade LEAD Ambassador, she was inspired to participate in a pre-college summer program at Hollins University in Virginia. She applied for a 2025 scholarship and was invited to attend a weeklong research symposium exploring chemistry and environmental studies. **Her time with LEAD gave her the confidence to leave Winston-Salem and her family and pursue further educational understanding as she pursues a healthcare career.**

Thank you for considering partnering with LEAD to make a long-term impact on girls like Dominique and the next generation of women leaders.

Together,

Joy Nelson Thomas
Founder & Executive Director

Ways You Can Help: Sponsorship Levels

LEADING the Way

\$20,000+

Support One Cohort of 20 Girls for the School Year with 1,200 support hours.

Cohort named and top-tier recognition and logo placement on the front page of our website, in our e-newsletter, and on print and digital communications as an organizational sponsor for one year.

Full-page ad in the Expo program with logo on signage for Soiree and Expo events

A ticket package (8 tickets) with reserved seating to attend our March 22, 2026, Soiree**

Presenter of a LEADING the Way Award at Soiree and a presenter at Expo

Opportunity to have information (promotional materials or items) shared at Soiree and Expo events and in LEADER bags for girls twice a year

Four highlights and one collaboration reel on social media (with tags)

One Sponsor Spotlight feature in our printed newsletter (spring or fall) & our monthly e-newsletter

Four blasts to all girls/families through our communications system about services and opportunities

Champion for Girls

\$10,000+

Support 10 Girls for the School Year with 600 support hours.

Recognition and logo placement in printed and digital materials as an organizational sponsor for one year

Full-page ad in the Expo program with logo on signage at Expo and Soiree events

A ticket package (8 tickets) with reserved seating to attend our March 22, 2026, Soiree**

Presenter of a LEADING the Way Award at Soiree

Opportunity to have information (promotional materials or items) shared at Expo and in LEADER bags once a year

Three highlights on social media (with tags) and one Sponsor Spotlight in our e-newsletter

Two blasts to all girls/families through our mass communications system about services and opportunities



Be the
reason
someone
else
believes
they can.

Change the World

\$5,000+

Support 4 girls as they participate in a Two-Week Summer Entrepreneurship Fashion Camp.

Event-specific promotional presence in print and digital communications in connection with Expo or Soiree

Half-page program ad at Expo and a logo on signage at the Expo

A ticket package (6 tickets) with reserved seating to attend our March 22, 2026, Soiree**

Presenter of a LEADING the Way Award at Soiree

Opportunity to have information (promotional materials or items) shared in LEADer bags once a year

Two highlights on social media with link or tag

One blast to all girls/families through our mass communications system about services and opportunities



Change a Girl

\$1,500+

Provide one girl with 130+ support hours to participate in LEAD Girls bi-weekly workshops, Summer Camp, and Expo with supported materials and two LEADer Boxes filled with curriculum supplies, books, and kits.

Logo and link listing on LEAD Girls' website in connection with Expo

Group shout out on social media

Change the Community

\$2,500+

Provide snacks and meals during one semester for two school cohorts.

Promotional presence in digital materials and in e-newsletters in connection with the Expo or Soiree event

Quarter-page program ad at Expo

A ticket package (4 tickets) to attend our March 22, 2026, Soiree**

One highlight on social media with link or tag

*Please note that all sponsorship levels offer a program with LEAD staff for employees, a first-hand visit to witness LEAD programming, and inclusion in our Annual Report

**The fair market value may change depending on your event choice. For Soiree 2026, one ticket = \$100, Table of 8 = \$750. This amount will be deducted from your total donation for tax purposes.



We are deeply grateful for your support and look forward to the possibility of partnering with you to empower the next generation of women leaders.

If you are interested in speaking with us about custom sponsorship opportunities, please contact Tahja Gaymon, Resource Development Officer, at tahja@leadgirls.org / 336-893-5755. Every gift helps us – and we are glad to create a package that aligns with the goals and vision of your business.