



TRI-COUNTY
SCHOLARSHIP FUND

39th Annual Awards Celebration

A Live-Streaming Gala Honoring

Hall of Fame Award



John Howard

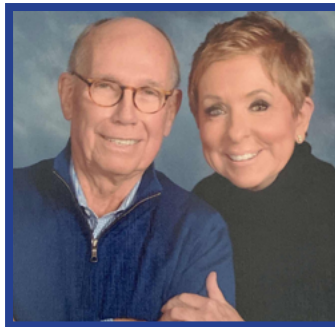
Chairman & CEO

Truist Insurance Holdings

—formerly

BB&T Insurance Holdings

Making a Difference Award



Bob and Sue Sameth

*Longtime Supporters of
Tri-County Scholarship Fund*

Leadership Award



Trish O'Keefe, RN, PhD

President

Morristown Medical Center

Vice President

Atlantic Health System

Monday Evening

OCTOBER 26, 2020

Benefiting

*scholarships for financially disadvantaged New Jersey children to attend
quality, values-center, independent schools*



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Crum and Forster

Eric Andersen*

Aon

Paul Boudreau

Peapack-Gladstone Bank

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**Tri-County is proud to recognize our past Annual Awards Dinner Honorees for their leadership and continued commitment to our cause.*



Join us in our 39-year mission to bring hope to needy New Jersey children through quality, safe, values-centered K-12 education.



SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS INCLUDE:

- Your requested number of guest access codes (tickets to view the virtual event) which require each guest to register online
- Your ad in Ad Journal to be mailed to all participants who register by October 5. Also online for one year
- *Gala in a Box* with wine, snacks and honoree gifts mailed to VIP guests
- On-going display of sponsor logo during program

❑ CHANCELLOR \$50,000

Support 13 high school students or 25 grade school students. 20 VIP guests. Full page Diamond Ad with premier Ad Journal placement. **Additional: Optional commercial*** highlighting partnership with Tri-County (or as tribute to the honoree) to be aired during virtual event. Sponsor logo with link on Tri-County website for one year. Announcement of company sponsorship on social media.

❑ FOUNDER \$25,000

15 VIP guests. Full page Platinum Ad. **Additional: Optional commercial*** highlighting partnership with Tri-County (or as tribute to the honoree) to be aired during virtual event. Sponsor logo with link hosted on the Tri-County website for one year.

❑ LEADER \$15,000

10 VIP guests. Full page Platinum Ad. **Additional: Optional commercial*** highlighting partnership with Tri-County (or as tribute to the honoree) to be aired during virtual event.

**15 second commercial to be created by sponsor company and submitted by Sept. 30*

❑ GRADUATE \$10,000

8 VIP guests. Full page Platinum Ad. **Additional:** Ad featured on screen during virtual event.

❑ SCHOLAR \$7,500

5 VIP guests. Half page Gold Ad. **Additional:** Ad featured on screen during virtual event.

Add On:

❑ INDIVIDUAL GALA IN A BOX \$250 ea.

SINGLE RESERVATIONS

❑ BENEFACTOR \$1,000

One event access code. One mailed *Gala in a Box*. Quarter page Silver Ad.

❑ SINGLE RESERVATION \$500

One event access code. Listing in printed Ad Journal.

❑ CONTRIBUTOR

For those not able to participate in the live streamed gala, please consider contributing to or funding a full scholarship. One-year scholarships are \$4,000 for high school students and \$2,000 for K-8th grade students. Donations can be made in tribute to an honoree or another individual with acknowledgment. Any donation is appreciated.

HONOREE TRIBUTE ADVERTISING

All guests who register by October 5 will be mailed a printed Ad Journal. Journal may also be viewed on Tri-County website for one year.

❑ \$5,000 – Full Page Diamond Ad (8.5”H x 7”W) Premier Journal Placement

❑ \$2,000 – Full Page Platinum Ad (8.5”H x 7”W)

❑ \$1,000 – Half Page Gold Ad (4.25”H x 7”W)

❑ \$500 – Quarter Page Silver Ad (4.25”H x 3.5”W)

All copy and camera art (high-res pdf or jpg) must be received by:

October 5, 2020

All ads are black and white.

Late submission will require us to create a generic ad. Instructions for submitting will be emailed after registering.

**Sponsor, Advertise or Donate ONLINE
by October 5, 2020**

www.tcsfund.org/2020gala

Note: The system allows you to pay by credit card -or- generate an invoice and mail a check.

Online
Registration
is now
OPEN

Questions? Contact Minnie Simon: msimon@tcsfund.org (973)984-9600

Why Companies Support TRI-COUNTY SCHOLARSHIP FUND

CORPORATE SOCIAL RESPONSIBILITY has become a priority of great companies. Employees, clients and shareholders value community outreach and want to be a part of doing good, especially for those in greatest need. Tri-County Scholarship Fund provides better, safer educational opportunities for the most vulnerable children in New Jersey, helping them to reach their full potential and effectively breaking the cycle of generational poverty.

"Securing the future of our state's most vulnerable is not only one of the most important causes we can support, but I believe it also provides the best return on investment in New Jersey philanthropy."

-Edward L. Hennessy, Tri-County Co-founder, ret. CEO of Allied Signal

■ The Power of Education

Educational opportunity addresses many problems of the inner-city by improving the labor force, adding to the long term tax base, and creating productive and independent citizens who give back to their own communities.

■ High-Performing Diverse Talent

Tri-County awards scholarships based on need without regard to race or religion. Companies tap Tri-County graduates as part of their talent and diversity strategies.

■ Donations are Leveraged

Tri-County provides partial scholarships. Families sacrifice to pay the other portion of the tuition and have "skin in the game."

■ High Efficiency

Tri-County has the highest 4-Star Charity Navigator rating.

■ Proven Track Record

Since 1981, Tri-County has awarded more than 32,500 scholarships, providing 500+ K-12 scholarships per year. These students have a 100% high school graduation rate (versus a typical 50% graduation rate at many of New Jersey's inner-city public schools) and go on to excel in college and careers.



"Supporting educational opportunity is an ideal way to address the problems of poverty, while cultivating the leaders of tomorrow."

- Marc Adey, Chairman & CEO
Crum and Forster

"The diversity of talent and thought exhibited by Tri-County scholars is valuable to companies like ours. The ability to overcome challenges with a "can-do" spirit is what we look to support."

-Paul Krump, President-North America
Commercial & Personal Insurance, Chubb

"The scholarship fund helps ensure that financial need will not stand in the way of children reaching their full potential. An investment today opens the door to opportunities tomorrow. And that benefits all of us."

-John Howard, Chairman & CEO
Truist Insurance Holdings

"There is shared commitment between donors, families and their schools. The students feel supported and thrive."

-Trish O'Keefe, President
Morristown Medical Center/AHS



TRI-COUNTY
SCHOLARSHIP FUND

14 West Main St., Mendham, NJ 07920
973-984-9600 • www.tcsfund.org • tax id# 22-2354475

TRI-COUNTY BY THE NUMBERS

560

Financially Needy Children
Supported in 2019/20

100%

High School
Graduation Rate in 2020

53

Accredited, Values-centered
Independent Schools

\$28.5MM

Total Amount Awarded
for Scholarships since 1981

32,500

Number of Scholarships
Awarded since 1981



Highest
Charity Navigator Rating

THE PREMISE OF TRI-COUNTY SCHOLARSHIP FUND:

A high-quality, values-based, K-12 independent school education is the best bridge to economic opportunity and social mobility for children and families in impoverished urban neighborhoods.

Such schools already exist — right in the neighborhoods of the students who need them most. The only obstacle to a better future is their ability to pay.

CHILDREN STILL ON OUR WAITING LIST: 1500

THE STUDENTS who receive support from Tri-County are a cross section of the communities in which they live.

Many students come from inner-city, single-parent homes with an average household income of \$30,000.

Tri-County families contribute a portion of their children's tuition. They are grateful for the scholarship support that gives their children the game-changing opportunity of a safe, quality education.

*The need is great.
How do we help them all?*

1 CHILD
at a
time



TRI-COUNTY
SCHOLARSHIP FUND

Freedom through Education

www.tcsfund.org • (973)984-9600