



Gala

28TH ANNIVERSARY
FUNDRAISING

THURSDAY,
OCTOBER 12, 2023
48 WALL STREET | NEW YORK
6:30 PM - 9:30 PM



Providing access and opportunities for all through the power of technology...

SPONSORSHIP PROPOSAL

THE NATIONAL URBAN TECHNOLOGY CENTER (URBAN TECH)
IS A 501 (C)(3) NOT FOR PROFIT ORGANIZATION.

URBANTECHBENEFIT.ORG



URBAN TECH
THE NATIONAL URBAN
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Dear Friends and Supporters,

We are proud to announce our **28th Annual Fundraising Gala**, which will take place on Thursday, October 12, 2023, from 6:30 p.m. to 9:30 p.m., at 48 Wall Street in New York City. This event celebrates our achievements and is a crucial funding source for our ongoing initiatives and future projects.

The National Urban Technology Center (Urban Tech) is a non-profit organization established in 1995 to bridge the digital divide by providing essential computer skills and job readiness training to low-income communities.

Over the years, we have had the privilege to serve over 2 million residents, equipping them with vocational skills, financial literacy, and sustainable technology careers. Our work has been made possible through partnerships with esteemed organizations like yours, and we are continually looking to expand our network of supporters.

In the wake of the pandemic, we have found a unique opportunity to utilize partially filled public schools for academic empowerment and life skills training available to the whole family. Our newly created Family Empowerment Centers are designed to prepare students and their families for new job opportunities in economic recovery.

Our Family Empowerment Centers are crucial to our community for several reasons:

Digital Literacy: In an increasingly digital world, computer skills are no longer a luxury but a necessity. FECs provide these vital skills to those who otherwise might not have access to such training.

Job Readiness: Through FECs, we equip individuals with the skills they need to secure jobs and build sustainable careers in technology, thus improving their financial stability.

Family Empowerment: By offering services to entire families, we ensure that everyone, regardless of age, can benefit from our programs. This approach fosters a culture of learning and growth within families, leading to overall community upliftment.

Community Building: FECs serve as hubs for community engagement and interaction, fostering stronger community ties and promoting collective growth.

Post-Pandemic Recovery: As we navigate the economic repercussions of the pandemic, FECs play a pivotal role in preparing individuals for the job market, contributing significantly to economic recovery.

To continue our mission, we invite you to become a sponsor for our upcoming gala. Your sponsorship will help us raise funds and demonstrate your commitment to fostering digital literacy and inclusivity in under-resourced communities.

Thank you for considering this request. We look forward to the possibility of partnering with you to make a significant impact in our communities.

With gratitude,

Pat Bransford
Founder & CEO
The National Urban Technology Center

ABOUT URBAN TECH

The National Urban Technology Center, Inc. (Urban Tech) is a not-for-profit educational organization founded in 1995 by former IBM executive Pat Bransford to build innovative technology training programs and provide academic and financial literacy skills in underserved communities. Urban Tech believes these skills are necessary to close the achievement gap and support more students.

Urban Tech is committed to creating solutions for underserved students that:

- Provide students with the tools to recognize and prevent bullying behavior.
- Engage students in real-life scenarios to promote critical thinking and empathy.
- Use technology platforms to enrich students' learning experience.
- Provide opportunities to improve digital literacy, financial education, and career development.
- Invest in schools and provide support to teachers and parents to enrich students' education.

Urban Tech has connected students and families to tools that are critical to academic and career success, including:

- Digital literacy,
- Financial literacy,
- Comprehensive health education,
- Essential life skills.

DEMOGRAPHICS

47% Hispanic/Latino
45% Black/African
American
5% Caucasian
3% Asian/Pacific Islander
1% Native American



Urban Tech is dedicated to closing the digital divide that exists in historically underserved communities and has built over 750 technology training centers in disadvantaged communities across the country to provide access to jobs.

For more information about Urban Tech, visit UrbanTechBenefit.org

FAMILY EMPOWERMENT CENTER

Our Family Empowerment Center provides learning and development opportunities for the entire family, ranging from technology to leadership skills.

This is a comprehensive partnership between Urban Tech and your school community.

- Science, technology, engineering, and math (STEM) experts in each classroom,
- Learning Accelerators for a bold intervention to tailor instruction to student's individual needs and abilities and to ensure that all students have a chance to excel and pursue a career in STEM;
- Tutoring and Mentoring for student competency; and encouraging teachers, administrators, and parents to partner with one another to share curricula, training, and data to identify best practices that engage more and more under-represented youth;
- Parent Engagement for expertise in computer applications: Word, Excel, and PowerPoint to encourage industry skills and a pipeline for jobs in today's changing markets;
- Social and Emotional Learning and policy and procedures for safer, more supportive classrooms.



Urban Tech Founder & CEO Pat Bransford (L) with actor/advocate Blair Underwood with M.S 354 students and principal.

CHANGING LIVES...

AN ABBREVIATED LIST

NEW YORK CITY

The Bronx

Save Our Streets South Bronx
South Bronx Academy for Applied Media
J.H.S. 098 Herman Ridder

Brooklyn

M.S. 113 – Ronald Edmunds Learning Center
M.S. 126 – John Ericsson Middle School
M.S. 313 – Dock Street School for STEAM Studies
I.S. 318 – Eugenio Maria de Hostos
M.S. 354 – The School of Integrated Learning
J.H.S. 383 – Philippa Schuyler
I.S. 392 – School for Gifted and Talented
M.S. 691 – Fort Greene Preparatory Academy

Manhattan

Council of School Supervisors and
Administrators (CSA)
Harvey Milk High School
Harold O. Levy School

Queens

August Martin High School
Catherine & Count Basie Middle School 72
Civic Leadership Academy
Corona Arts & Sciences Academy I.S. 237
I.S. 250 The Robert F. Kennedy Community Middle School



THE EVENT



October 12, 2023 | 6:30 PM - 9:30 PM
48 Wall Street
New York, NY 10005

Join us for an evening of giving!

We are thrilled to invite you to our
28th Annual Fundraising Gala,
a night dedicated to paying tribute to leaders in the community
who are making a difference by empowering families
most affected by the pandemic.

Please join us for an evening filled with inspiration,
celebration, and commitment to our cause.

The evening will include a cocktail reception, silent auction,
live entertainment, and a seated dinner program
with special tributes to our 2023 honorees.

We promise an unforgettable night of networking,
fine dining, live entertainment, and heartfelt stories
that showcase the impact of our work.



THE HONOREES

ANDY MUIR 2023 VISIONARY AWARD



Andy Muir is the Chief Financial Officer of SKIMS, a solutions-oriented brand creating the next generation of underwear, loungewear, and shapewear. As CFO, Ms. Muir is instrumental in architecting the company's strategic and financial plans, ensuring profitable growth as the business rapidly scales. Prior to joining the SKIMS team, Ms. Muir was the VP/Global CFO, Jordan Brand, managing financial and operational performance for the thriving global brand within the Nike, Inc. portfolio. During her 6 years at Nike, she also led strategic financial planning, revenue, and margin management for Nike's Global Apparel and Equipment and North America businesses. Managing these businesses, she adeptly fostered collaboration across multiple key stakeholders including Innovation, Product Creation, Merchandising, Demand Planning and Sales, all in the service of driving accelerated growth and profitability. As Vice-President of Investor Relations for Nike, she broadened and deepened investor relationships, including driving proactive engagement with ESG-focused investors. Operating in a dynamic marketplace, she bolstered Nike's shareholder confidence and helped the company achieve top quartile shareholder returns through strategic business model shifts, senior leadership transitions, and critical macroeconomic challenges. Ms. Muir was also a senior finance leader at PepsiCo's Frito-Lay division with experience spanning financial planning, performance management, and marketplace strategy, supporting product innovation and sales teams.

In each of her leadership positions, Ms. Muir has been recognized as a valued, strategic thought partner with clear expertise in cultivating strong cross-functional partnerships, necessary to unlock new opportunities for growth. Throughout her career, Ms. Muir has been a champion of Diversity and Inclusion initiatives. She served on Nike's Enterprise DEI Task Force and as a charter member of the Nike Finance DEI Steering Committee, where she developed initiatives to drive increased representation and retention of underrepresented groups as well as programming to support greater inclusion and belonging for all employees. She has also promoted personal and career development for women of color and other under-represented groups, including being the featured guest speaker at various forums.

Ms. Muir's commitment to service extends beyond her professional career. She serves on the board of directors for Project Lemonade, a non-profit dedicated to inspiring self-esteem in foster youth by providing valuable resources, opportunities, and connections to those in need. Alongside her husband, she has founded scholarships to empower college students in underserved communities, particularly those interested in STEM fields. After earning her bachelor's and master's degree in Electrical Engineering from Stanford University and the University of Washington, respectively, Ms. Muir started her career as a Systems Engineer at Motorola and Scientific Atlanta (now Cisco Systems). She subsequently earned her MBA at Emory University, and since making a career shift into the finance arena, she has focused on leading with an enterprise and consumer-oriented mindset.

Raised in St. Kitts, West Indies, Ms. Muir now resides in Portland, OR, with her husband of 18 years, David and their two teenage daughters. Together, they embrace a love of global travel, seeking to immerse themselves in diverse cultures and experiences.

THE HONOREES



OTIS ROLLEY **2023 COMMUNITY** **IMPACT AWARD**

Otis Rolley is the head of Philanthropy and Community Impact at Wells Fargo & Company and president of the Wells Fargo Foundation, one of the largest corporate foundations in the United States. At Wells Fargo, Otis guides the strategic vision behind the company's social impact strategies with an emphasis on housing affordability, small business growth, financial health and a low-carbon future.

Prior to joining the company, Otis was the Senior Vice President U.S. Equity and Economic Opportunity Initiative at The Rockefeller Foundation. Otis directed all U.S. work focused on enhancing every working person's ability to meet their family's basic financial needs and have a path to a better future. Centering racial and gender equity, Otis provided stewardship for U.S. grant making and investing aligned to filling key US economic opportunity gaps in tax and budget policy design and implementation; access to capital and asset ownership; and worker coalition-building and advocacy. Prior to this role, he served as North American Managing Director for The Rockefeller Foundation's 100 Resilient Cities.

Before joining The Rockefeller Foundation, Rolley was the president and CEO of the Newark Community Economic Development Corporation (now Invest Newark), the economic development corporation for New Jersey's largest city, responsible for driving wealth creation through small business expansion, commercial real estate, and entrepreneurship. In addition, Rolley has held leadership roles in the for-profit and nonprofit sectors spanning human services, transportation, urban planning, city government, and housing. In particular, he spent nearly 10 years advancing housing affordability and community and economic development policy with the City of Baltimore. He has held cabinet roles with five different mayors in three large U.S. cities. Otis serves on the boards of the Stonewall Community Foundation and Living Cities and is co-chair of the board of the Asset Funders Network.

He has a Masters in City Planning from the Massachusetts Institute of Technology and a Bachelor of Arts degree from Rutgers University.

THE HONOREES

AMY BRAVO **2023 EDUCATION LEADERSHIP AWARD**



Amy Bravo has worked in the field of higher education since 1997 in career services, experiential education, and civic engagement. Her specific areas of interest and expertise are in program development and assessment, project planning, corporate and community development, and student professional and civic development. She co-created New York Tech's Internship Certificate Program, Service-learning Program, Alternative Break Program, Community Service Centers, and Consultants for the Public Good Program.

She is passionate about social justice work and fulfilling the public purpose of higher education through innovative programs and partnerships. She also has served as a career advisor, an experiential educator, director of Experiential Education and Employer Outreach, assistant dean of Career Services, Senior Director for International and Experiential Education, coordinator for the American Democracy Project, program consultant, adjunct faculty member, and non-profit executive board member.

Recent Projects and Research

- Leading a newly developed office of Career Success and Experiential Education
- Collaborator on institution-wide, interdisciplinary projects like Building Resilient Communities, Diversifying STEAM Leadership, Ready for Takeoff, and Clean Energy Academy

PAST & PRESENT SUPPORTERS

AN ABBREVIATED LIST

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(Mystic Aquarium)
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Alia Jones-Harvey



CONTRIBUTION LEVELS

At The National Urban Technology Center, Inc. (Urban Tech), we know you expect us to use your funds wisely and we are committed to fulfilling that trust by maximizing the funds dedicated to social and emotional skill-building, digital tools, program support and communications.

Your donations give us the independence to bridge the digital divide where historically underserved youth continue to experience inequities.

GENERAL TICKET - \$500

PARTNER SPONSOR - \$1,000

- Listing in the program book
- 2 tickets to the event

BRONZE SPONSOR: \$2,500

- Quarter-Page ad in the program book
- Logo featured on the event website
- Two tickets to the event

SILVER SPONSOR: \$3,500

- Quarter-Page ad in the program book
- Logo featured on the website
- Four tickets to the event

GOLD SPONSOR: \$5,000

- Half-page ad in the program book
- Logo featured on the event website
- Two social media recognition posts
- Six tickets to the event

PLATINUM SPONSOR: \$10,000

- Full-page ad in the program book
- Logo featured on the event website
- Weekly social media recognition posts
- Six tickets to the event



CONTRIBUTION LEVELS

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Your donations give us the independence to bridge the digital divide where historically underserved youth continue to experience inequities.

CHAIRMAN'S CIRCLE - \$15,000

- Logo/Name on the Gala Website with Hyperlink
- Logo/Name Displayed on Gala Materials
- One Table for Ten
- Full-Page Ad

FOUNDING CIRCLE - \$25,000

- Logo/Name on the Gala Website with Hyperlink
- Logo Displayed on the Red Carpet/Media Banner
- Corporate Logo/Name Displayed on Gala Materials
- One Table for Ten
- One Full-Page Ad

MISSION PARTNER - \$50,000

- Verbal Recognition During the Dinner Program
- Opportunity to Co-Present with a Celebrity
- Logo/Name on the Gala Website with Hyperlink
- Logo Displayed Prominently on the Red Carpet/Media Banner
- Dedicated Press Release Distributed Nationwide
- Logo/Name Displayed on Gala Materials
- Two Premiere Tables for Ten
- One Full-Page Ad

PRESENTING SPONSOR - \$100,000

- 2-Minute Corporate Video or Speech
- Opportunity to Co-Present with a Celebrity
- Logo/Name on the Gala Website Homepage with Hyperlink
- Logo Displayed Prominently on the Red Carpet/Media Banner
- Dedicated Press Release Distributed Nationwide
- Logo/Name Displayed Prominently on all Gala Materials
- Three Premiere Tables for Ten
- One Full-Page Gala Journal Ad



COMMITMENT FORM

THANK YOU FOR YOUR GENEROUS CONTRIBUTION.
YOUR SUPPORT IS TAX-DEDUCTIBLE.
URBAN TECH IS 501 (c)(3) NONPROFIT ORGANIZATION. EIN: 13-3826279

1. PLEASE MAKE A SELECTION.

- | | | |
|----------------------------------|--------------------------------|----------------------------------|
| ___ \$500 GENERAL TICKET | ___ \$3,500 SILVER SPONSOR | ___ \$25,000 FOUNDING CIRCLE |
| ___ \$1,000 PATRON SPONSOR | ___ \$5,000 GOLD SPONSOR | ___ \$50,000 MISSION SPONSOR |
| ___ \$1,500 HALF-PAGE JOURNAL AD | ___ \$10,000 PLATINUM SPONSOR | ___ \$100,000 PRESENTING SPONSOR |
| ___ \$2,500 BRONZE SPONSOR | ___ \$15,000 CHAIRMAN'S CIRCLE | |
| ___ \$3,000 FULL-PAGE JOURNAL AD | | |

___ *I CAN NOT ATTEND BUT WOULD LIKE TO MAKE A MONETARY DONATION: \$ _____

*I WOULD LIKE TO DONATE THE FOLLOWING FOR THE RAFFLE/SILENT/LIVE AUCTION:

2. PLEASE INDICATE THE FORM OF PAYMENT.

___ CHECK ___ AMEX ___ MC ___ VISA

- MAKE CHECKS PAYABLE TO: THE NATIONAL URBAN TECHNOLOGY CENTER, INC.
- A 3% CREDIT CARD PROCESSING FEE WILL BE APPLIED TO ALL CREDIT CARDS.
- USE YOUR MOBILE PHONE TO SCAN THE QR CODE AND MAKE AN ONLINE DONATION.

3. PLEASE PRINT LEGIBLY.

FIRST NAME: _____ LAST NAME: _____

EMAIL ADDRESS: _____ TEL: _____

COMPANY NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CREDIT CARD NUMBER: _____ CSC: _____ EXP: _____

4. PLEASE SUBMIT THE COMPLETED FORM WITH PAYMENT:

The National Urban Technology Center, Inc.
ATTN: DAN SOTO
25 Broadway, 12th Floor
New York, NY 10004

5. QUESTIONS? PLEASE CONTACT:

Daphne Plump
Tel: (661) 478-6512
Fax: (323) 544-1864
Email: daphne@urbantech.org

Website: UrbanTechBenefit.org

