

# THE HAROLD ROBINSON FOUNDATION

HRF leverages camp as a vehicle for personal empowerment and social change.

# THE PROBLEM:

Children of the inner city face long odds for living happy, fulfilled lives simply due to their place of birth:

- Poverty
- Single Parent
- Poor Schools
- High Crime
- Gangs
- Drugs

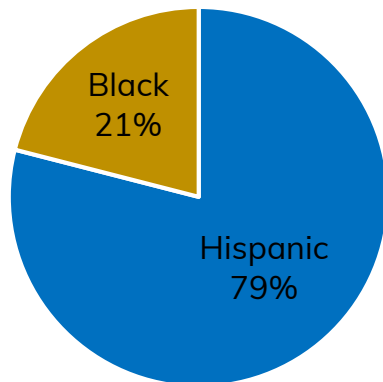


# Watts, Los Angeles:

Underserved Community lacking safe spaces for adolescents to learn important lessons in character-building or leadership development.

South Central / Watts	
Population:	159,227
Area:	8.6 sq. mi.
Non-English at home:	71%

## Demographics



**29%**

Children below poverty line

**33%**

High School Diploma

**61%**

Single parent homes

**\$11,101**

Per Capita Income  
(about 33% of U.S. average)

**92%**

Qualify for free or reduced lunch

**3%**

College Degree

## THE SOLUTION:

### Camp as a vehicle for Empowerment & Change

- Safe Environment
- Team Building Exercises
- Leadership Skills

## HOLISTIC APPROACH:

- Kids
- Parents
- Teachers
- School Administrators
- School Volunteers
- Police Officers
- Community Activists

Together in a neutral environment that fosters positive interactions and relationships not possible in everyday life inside their neighborhoods.



**10,000**  
Youths Served Since  
**2010**

"The Harold Robinson Foundation has changed the face of Watts."  
~ Donny Joubert, VP, Watts Gang Task Force

## OUR PARTNERS:

- 92nd St. Elementary
- 93rd St. Elementary
- 96th St. Elementary
- 99th St. Elementary
- 109th St. Elementary
- 112th St. Elementary
- Animo Inglewood H.S.
- Animo S. Los Angeles H.S.
- Barrett Elementary
- Compton Ave. Elementary
- Fairfax High School
- Florence Griffith Joyner Elementary
- Flournoy Elementary
- Fremont High School
- Grape St. Elementary
- Hamilton High School
- Markham Middle School
- Miramonte Elementary
- Ritter Elementary
- Venice High School
- Watts Learning Center
- Weigand Elementary
- Whaley Middle School
- Anti-Recidivism Coalition (ARC)
- Boys & Girls Club
- Camp Harmony
- Cedar Sinai's Coach for Kids
- Children's Institute Inc.
- City Year
- Community Healing Gardens
- Felix Organization
- GRYD
- HACLA
- Homeboy Industries
- Inside Out Writers
- LA's BEST
- LAPD
- LAUSD
- Operation Progress
- Partnership for LA Schools
- Playworks
- Assembly Mike A. Gipson, 64th
- The Just Keep Livin' Foundation
- Watts Gang Task Force



**Harold**  **Robinson**  
F O U N D A T I O N

# YOUR PART:

Sponsor our Event



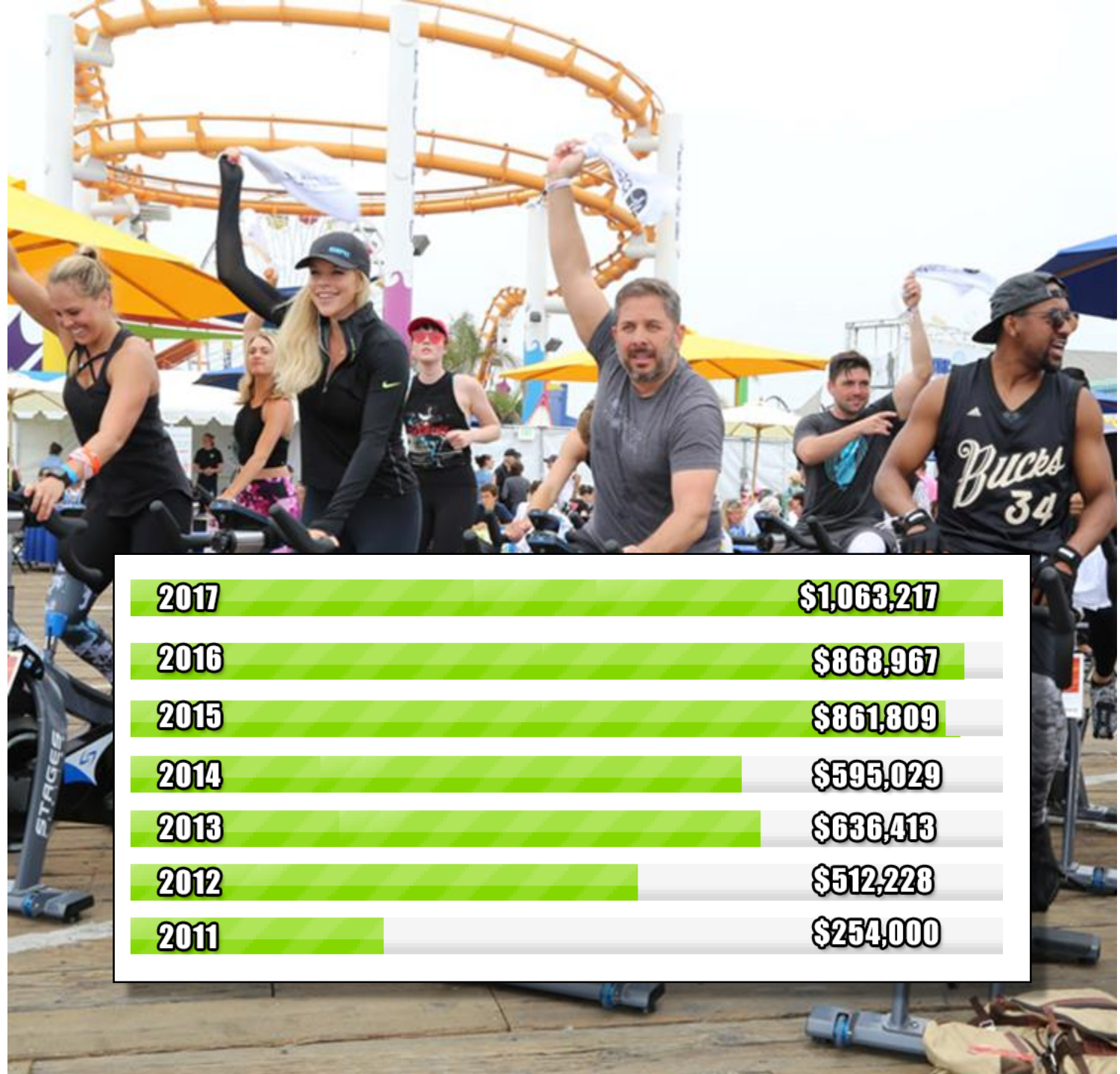
Pedal On The Pier, Santa Monica Pier

## DEMOGRAPHICS:

- 25-45 years old
- \$100k+ income
- \$1k-\$2.5 commitment
- 3-4 year repeat rider
- Passion for social change

## SPONSOR LEVELS:

- Name-In-Title Sponsor
- Promoting Sponsor
- Booth Sponsor



2017	\$1,063,217
2016	\$868,967
2015	\$861,809
2014	\$595,029
2013	\$636,413
2012	\$512,228
2011	\$254,000

# WILL YOU HELP THE KIDS?

This is what transformation looks like...

FROM THIS:	TO THIS:
Inner City	Nature
Unawareness	Education
Gangs	Healthy Relationships
Turmoil	Peace
Fear	Love



Together, in the spirit of Ubuntu, let us advocate for the children of South LA. We must continue to surround our youth with a caring and invested community – they deserve to grow up in an environment that allows them to become productive, happy, and healthy adults.



# PARTNER OPPORTUNITIES: \$10K

- Booth at Event
- Gift bag product sampling
- Bike for employees or clients
- Logo on website
- Addition to all HRF Social Media
- Usage of POTP Logo
- Logo on rider shirt
- Sponsor promo every hour at event
- Year round branding at our Camps
- 25 mentions on :30 radio spots



## Sponsors

Please support our sponsors!



### caliwater

Cactus Water is the first ready-to-drink enhanced water powered by the Superfruit of the Prickly Pear Cactus. We've perfected a blend of 200mg of Prickly Pear Cactus Extract + Prickly Pear Cactus Juice + Water to deliver vital nutrients with ultimate hydration in mind.

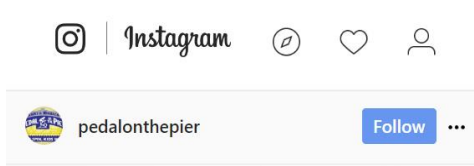
[Visit](#)



# PARTNER OPPORTUNITIES: \$40K

All of the benefits of the \$10K Level, PLUS:

- 2 Bikes for employees or clients
- Sponsor promo 4X every hour at event
- Logo on Step and Repeat (4)
- Signage on main stage
- Banners on surrounding fencing of event
- 25 mentions on :30 radio spots
- Sponsorship of a school at HRF Camp



Steven Nicholas Smith

# **PARTNER OPPORTUNITIES:** **\$100K**

**All of the benefits of \$10K and \$40K Levels, PLUS:**

- 3 Bikes for employees or clients
- Promotion as **Presenting Sponsor**
- Sponsor promo **6X** every hour at event
- Logo on Step and Repeat (**10**)
- **25** mentions on :30 radio spots
- **50** Name-In-Title mention in all promotional radio commercials on radio partner station.
- Unique promotion designed for partner.
- Name-In-Title social media program
- Presence throughout the year with HRF.

## **IN THE MEDIA**



**iHeartMEDIA is the exclusive media partner for the 2018 POTP Event**



**Customized Packages Available**

# OUR EVENT:



Santa Monica Pier

Sponsor our Event



# THE HAROLD ROBINSON FOUNDATION

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**Harold Robinson**  
FOUNDATION

# Thank You!

"The Harold Robinson Foundation is literally saving lives in Watts."

~ Lt. Emada Tingeredes, Co-Founder LAPD Community Safety Partnership Program