



ESKOLTA CHANGE-MAKERS

Cocktail Reception

OCTOBER 16, 2017

Join us to honor change-makers
on the national front and in
New York city public schools!



eskolta
We help schools learn.



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THE CELEBRATION

This fall, Eskolta will host its inaugural Change-Makers Cocktail Reception to celebrate and honor individuals who are changing the face of public education in New York City. More than 15,000 students in New York City have a brighter future because of the change-makers in schools supported by Eskolta. More than 1,000 educators and more than 50 schools have reimagined how they engage their most vulnerable youth through work with Eskolta.

The event will feature an open bar cocktail reception and hors d'oeuvres. Come bid on exciting items in our silent auction! Be inspired by honorees who exemplify Eskolta's mission: Jeff and Tricia Raikes, founding members of Microsoft who went on to become forces for change nationwide in the science of learning; an educator who is helping to drive improvement in New York City public schools; and a student who overcame adversity to succeed. Funds raised from the Change-Makers Cocktail Reception will support Eskolta's critical work in schools to help struggling students get back on track and get on the path to success.

We invite you to join us and celebrate the work that is making school improvement a reality in New York City schools!

DATE: Monday, October 16, 2017

TIME: 6:00 – 8:00 PM

ATTIRE: Business Casual

TICKET: \$85

LOCATION: The Rubin Museum of Art
150 West 17th St, New York, NY 10011

Guests will have exclusive after-hours access to the Rubin Museum's preeminent collection of Himalayan art includes over 3,800 objects spanning more than 1,500 years to the present day.



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2017 GUESTS OF HONOR:
Jeff and Tricia Raikes



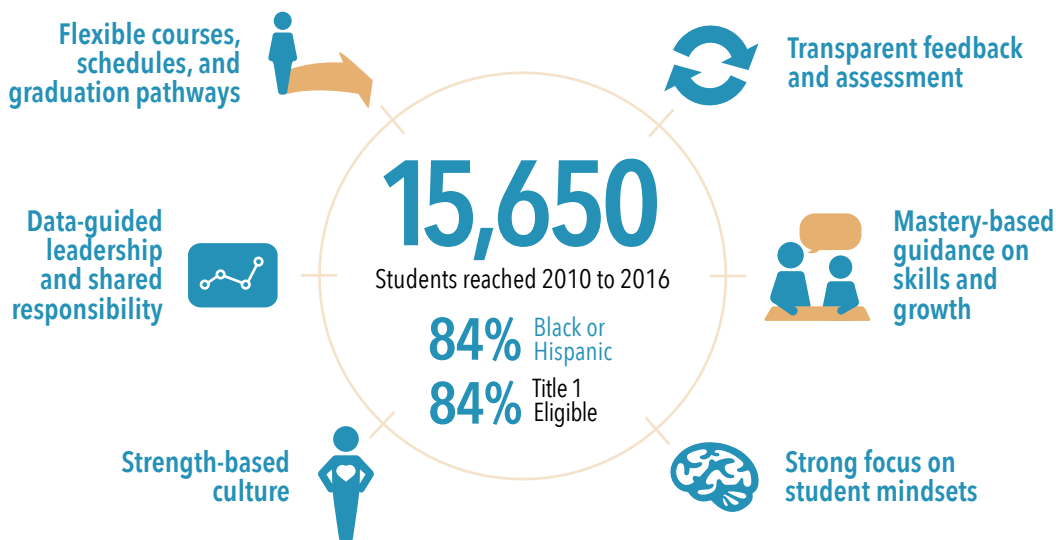
JEFF AND TRICIA RAIKES are co-founders of the Raikes Foundation, which works toward a just and inclusive society where all young people have the support they need to reach their full potential. The foundation focuses on youth-serving systems, seeking to make them work better on behalf of the most marginalized young people in our society. The couple first met at Microsoft Corporation, where Tricia led the company's Creative Services Division and Jeff later served as president of the Microsoft Business Division. After a 27-year career at Microsoft, Jeff served as CEO of the Bill & Melinda Gates Foundation from 2008 to 2014. He is the chair at Stanford University and sits on the boards of Costco Wholesale and, along with Tricia, the Jeffrey S. Raikes School of Computer Science and Management at the University of Nebraska-Lincoln. Tricia has been recognized as a White House Champion of Change for the foundation's work on youth homelessness. Jeff and Tricia have three children and live in Seattle.



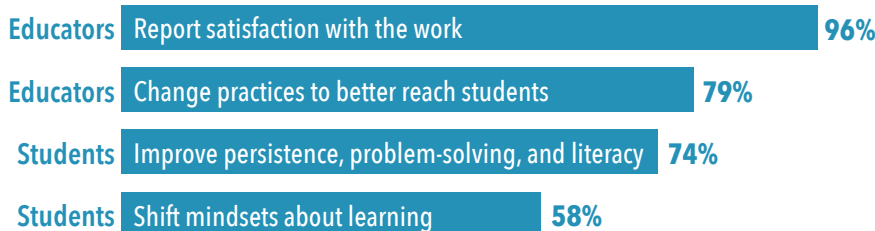
Eskolta is a New York City nonprofit that works with urban public schools to help the most vulnerable youth reach their full potential. We re-engage students by empowering educators to drive school change. Our unique school improvement approach teaches educators to reinvent their schools while arming them with the research on how to shift the mindsets and skills of students who were once far behind. We help schools learn.

RESEARCH-BASED PRACTICES TO ENGAGE AT-RISK YOUTH

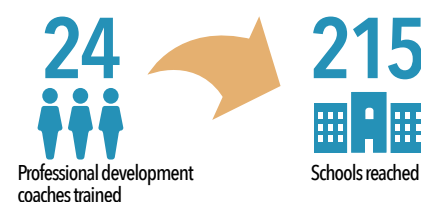
Eskolta has led 118 design projects with schools to better support low-income and minority youth.



IMPROVEMENTS IN PRACTICE, SKILLS, AND MINDSETS



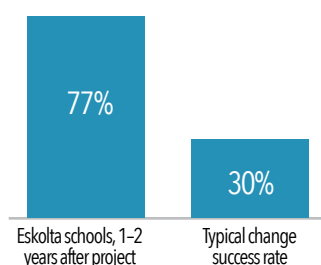
EXPANDING REACH BY TRAINING PD PROVIDERS



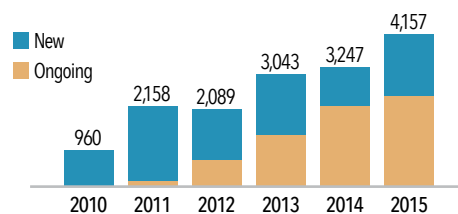
CAPACITY-BUILDING APPROACH EXTENDS ONGOING IMPACT

Instead of short-term fixes, we develop capacity and culture in schools so that 77% of schools report sustainable change 1-2 years after project completion¹, compared to the 30% success rate common to change efforts in organizations.²

Projects yield ongoing impact



Instead of supplementing what schools do, Eskolta works in deep partnership with educators, expanding its reach to thousands of students every year.



1. Internal 2013-14 program evaluation
 2. John P. Kotter, HBR 1995: "Leading Change: Why Transformation Efforts Fail."

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2017 Sponsorship Opportunities

VISIONARY	\$10,000	<ul style="list-style-type: none">➤ 10 tickets to the Change-Makers Cocktail Reception➤ Logo/listing on event marketing materials➤ Recognition on Eskolta website and social media➤ Recognition in 2017 annual report➤ Recognition in Eskolta quarterly newsletter (over 3,000 constituents)➤ Recognition in all event invitations
CHAMPION	\$8,000	<ul style="list-style-type: none">➤ 8 tickets to the Change-Makers Cocktail Reception➤ Logo/listing on event marketing materials➤ Recognition on Eskolta website and social media➤ Recognition in 2017 annual report➤ Recognition in all event invitations
GUARDIAN	\$5,000	<ul style="list-style-type: none">➤ 5 tickets to the Change-Makers Cocktail Reception➤ Logo/listing on event marketing materials➤ Recognition on Eskolta website and social media➤ Recognition in 2017 annual report➤ Recognition in all event invitations
SUPPORTER	\$2,000	<ul style="list-style-type: none">➤ 3 tickets to the Change-Makers Cocktail Reception➤ Recognition on Eskolta website and social media➤ Recognition in all event invitations
FRIEND	\$500	<ul style="list-style-type: none">➤ 2 tickets to the Change-Makers Cocktail Reception➤ Recognition on Eskolta website and social media

**Eskolta reserves the right to approve all donations.*

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Sponsorship Reservation Form



To purchase tickets or donate online,
visit [our Eventbrite page](#)

Name(s): _____
(As you would like it to appear on Eskolta publications)

Address: _____

Address (line 2): _____

City, State, Zip: _____

Phone: _____ Email: _____

Please find my check enclosed

Please charge my credit card: Visa MasterCard AmEx Discover

In the amount of _____

For sponsor level: Friend Supporter Guardian Champion Visionary

For purchases of only tickets, indicate how many: _____

Credit cardholder name: _____

Credit card number: _____ CVV code: _____

Signature: _____ Exp. Date: ____/____/____

Check here if you want your gift to remain anonymous

Please send this form and any in-kind auction items to:

Mai Brand
Development Manager
Eskolta School Research and Design
50 Broad St. Ste. 1615
New York, NY 10004

Please submit sponsorship no later than **September 15, 2017**

Have questions? Contact Mai at mbrand@eskolta.org or (917) 388-3389

Eskolta School Research and Design is recognized as a Section 501(c)3 charity by the Internal Revenue Service. A copy of our latest annual report may be obtained, upon request, either from our organization at 50 Broad St. Ste. 1615, New York, NY 10004; or the NYS Attorney General's Charities Bureau, 120 Broadway, 3rd Floor, New York, New York 10271.