

JOIN US FOR OUR
FOURTH ANNUAL
CELEBRATION

HEROES AT WORK

BENEFITING

ENTERPRISE
for YOUTH
founded 1969

A VIRTUAL EVENT



SAVE THE DATE

JUNE 10TH, 2021 | 6 PM

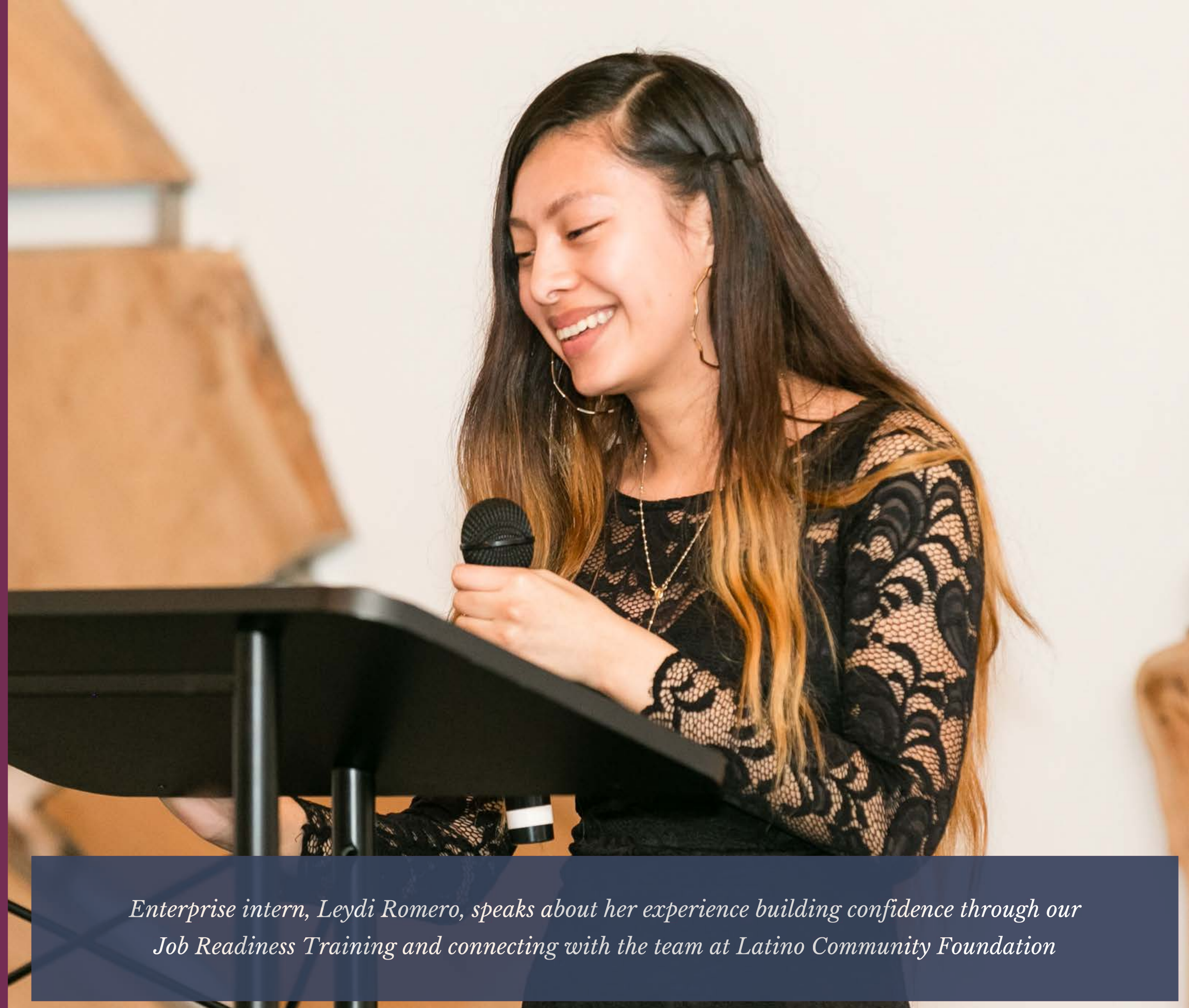
MISSION & VISION

MISSION

Enterprise for Youth empowers under-resourced San Francisco youth to reach their potential through transformative paid internship experiences supported by a community of employers, caring adults, and peers.

VISION

Enterprise envisions that all San Francisco youth are prepared for their professional future and become successful members of society.



Enterprise intern, Leydi Romero, speaks about her experience building confidence through our Job Readiness Training and connecting with the team at Latino Community Foundation

WHAT WE DO

San Francisco is host to the country's most cutting-edge institutions—but you have to know how to open their doors.

Enterprise for Youth has helped over 25,000 local youth gain access to meaningful internships throughout San Francisco since 1969.

In addition, we provide youth with the necessary training and support to be successful in their internship placements.



Athena Buitrago is a second-generation Enterprise for Youth member who expanded her business skill set at the prestigious Jonathan Rachman Design

THE EVENT

Heroes at Work is an evocative evening of inspirational stories from youth and community leaders.

The virtual event celebrates the 350 youth who are about to embark on life-changing internships in a wide range of local businesses and organizations. Youth, intern hosts, supervisors, mentors, and community members will raise a glass towards the common goal of building a robust workforce.

Event proceeds directly support the mission of Enterprise for Youth.



Onesha Cotton excelled as a Gap Inc. intern in 2019 and joined Enterprise's Youth Council as a college mentor

2021 HONOREE AND HOSTS

HONOREE

Glady Thacher, Founder

SPECIAL GUEST SPEAKER

Ebony Beckwith

CEO Salesforce Foundation
and Chief Philanthropy Officer at Salesforce

FEATURED MESSAGES FROM OUR YOUTH

CO-CHAIRS

Dalana Brand, Vice President People Experience
and Head of Inclusion and Diversity at Twitter
&

Scott Snow, Investment Banking Associate at
Goldman Sachs



*Enterprise for Youth founder, Glady Thacher, thanks the guests at Heroes at Work 2019
for continuing the important work she began in 1969*

GUEST SPEAKER EBONY BECKWITH

CEO Salesforce Foundation
and Chief Philanthropy Officer at Salesforce

Ebony Beckwith leads the Salesforce Foundation, fostering a culture of giving back and rewriting the corporate narrative to prove that business is the most powerful platform for change. Her team oversees the company's global philanthropic investment strategy and response to hyper-relevant issues impacting our communities and culture, such as natural disasters, COVID-19, and racial equality.

Prior to Salesforce, Ebony held executive roles at WaMu and Provident Financial and currently sits on the boards of the Warriors Community Foundation and Hamilton Families, and the advisory boards of PagerDuty.org and Year Up Bay Area

Ebony Beckwith and the Salesforce Foundation support workforce development and Enterprise for Youth's programs.




Ebony Beckwith
CEO Salesforce Foundation and Chief Philanthropy Officer at Salesforce

SPONSORSHIP LEVELS

- **VISIONARY HERO**
- **EXTRAORDINARY HERO**
- **INSPIRATIONAL HERO**
- **MOTIVATIONAL HERO**

Your generous support of **HEROES AT WORK** enables Enterprise to deliver programs that put youth on a path to a bright future.



Carlos Castañon shares about his leadership development from two years as a Youth Council member

\$ 25,000

**Sponsors Life Changing
Internships for**



Young People



*Youth Development Director, Mario Cruz, with
Program Associate and alumna, Katalina Mendoza*

PRESENTING SPONSORSHIP

VISIONARY HERO

- **Dinner and specialty cocktails (for eight)** delivered to up to two homes to enjoy during or after the event
- **Opportunity to host two of our 350 talented and well-prepared young people as interns** at your company with host fees waived (\$8,200 value)
- **Listed as presenting event sponsor** on all pre/post publications, including the registration page, printed and digital invitations, email banners, social media marketing
- **Logo featured** on enterpriseformyouth.org homepage (31,000 page views/year) and event page with a link to your website, on the invitation sent to 12,000 community members, featured on the e-invitation to over 17,000 email contacts
- **Three social media posts** on Enterprise's Facebook and Instagram
- **Dedicated slide** featured on slideshow prior to the start of the program
- **Special thanks** and verbal recognition as presenting sponsor at the start of and after the event
- **Personalized thank you note** from Enterprise youth

\$15,000

Sponsors Life Changing
Internships for

4

Young People



*Erick Casasola practicing his networking skills at
2019 Heroes at Work*

PREMIUM SPONSORSHIP

EXTRAORDINARY HERO

- **Dinner and specialty cocktails (for four)** delivered to your door to enjoy during or after the event
- **Opportunity to host one of our 350 talented and well-prepared young people as an intern** at your company with host fees waived (\$4,100 value)
- **Listed as event sponsor on pre/post publications**
- **Logo featured** on the e-invitation to over 17,000 email contacts, featured on Enterprise's event web page with hyperlink to your website, featured on slideshow prior to the start of the program
- **Listed on the invitation** sent to 12,000 community members
- **Two social media posts** on Enterprise's Facebook and Instagram
- **Special thanks** and verbal recognition as presenting sponsor at the start of the event
- **Personalized thank you note** from Enterprise youth



*Kirsten Wolfe with Enterprise intern, Jasmine Tai,
at Heroes at Work 2019*

INSPIRATIONAL HERO

\$10,000

40 Youth Receive
Job Readiness Training

- **Dinner and specialty cocktails (for four)** delivered to your door to enjoy during or after the event
- **Listed on the invitation** sent to 12,000 community members,
- **Logo featured** on Enterprise's event web page with hyperlink to your website, displayed on slideshow prior to the start of the program, featured on the e-invitation to over 17,000 email contacts
- **Two social media posts** on Enterprise's Facebook and Instagram
- **Special thanks** and verbal recognition during the event
- **Personalized thank you note** from Enterprise youth

MOTIVATIONAL HERO

\$5,000

20 Youth Receive
Job Readiness Training

- **Specialty cocktails or chocolates** delivered to your door to enjoy during or after the event
- **Listed on the invitation** sent to 12,000 community members
- **Logo featured** on the e-invitation to over 17,000 email contacts, displayed on slideshow prior to the start of the program
- **One social media post** on Enterprise's Facebook and Instagram
- **Listed on Enterprise's event web page** with hyperlink to your website
- **Verbal recognition** during the event

SPONSOR
SOCIAL MEDIA EXPOSURE

Your company logo will be featured on our social media channels to highlight our partnership!



ADDITIONAL SPONSOR BENEFITS

- ✉ • 17,000+ E-NEWSLETTER REACH
- 🌐 • 31,000+ WEBSITE PAGEVIEWS
- 📷 • 3,000+ INSTAGRAM ENGAGEMENTS
- 📘 • 1,000+ FACEBOOK ENGAGEMENTS

LOGO
VISIBILITY



Recording

To donate, text
"JobReady" to
56512

ENTERPRISE
for YOUTH
founded 1969

HEROES
AT WORK

GOLDEN STATE
WARRIORS

Goldman
Sachs

Square

Board member, Dalana Brand, welcomes everyone to the virtual Heroes at Work 2020

JOIN THE COMMUNITY OF ENTERPRISE FOR YOUTH SPONSORS



Goldman
Sachs



Gap Inc.



BI-RITE

STUART FOUNDATION
IMPROVING LIFE OUTCOMES FOR YOUNG PEOPLE THROUGH EDUCATION



CALA

PEARL



timber
cove



JOIN THE COMMUNITY OF ENTERPRISE FOR YOUTH SPONSORS

Marion
Cope

Brent &
Wendy Hyder

Kathryn &
Aaron Money

Nick &
Rebecca Eaton

Elliot
Evers

Michael
Franzia

Jay Jacobs &
Liz Hume

Gladys
Thacher

Roberto &
Kathryn Rivera

Jennifer &
Jim Annunziata

Ninive &
Jean-Claude Calejari

Timothy
Gardner

Sarah
Esterkyn

Alexandra Quinn &
Mark Spolyar

Andy &
Kelly Anderson

Rebecca
Watters

Marcy Bergman &
David Durham

Scott &
Chelsea Snow

Alison
Pincus

Katherine
Kennedy

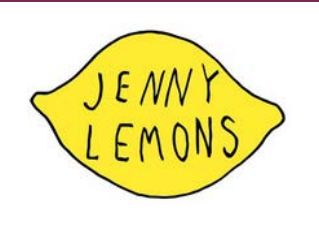
Jerome
Dodson

Josh &
Laurie Olshansky

John &
Carry Thacher

Julina
Moy

WORKFORCE HEROES INTERNSHIP PARTNERS



INTERN PARTNERS WE'VE WORKED WITH

826 Valencia	Dropbox	Koeppel Design: SFMade	Stitch Fix
Anderson Capital	Edgewood Center for Children and Families	KQED: The Bay	Supervisor Haney
APIA Scholars	Elemental Mktg	METTA GOOD: SFMade	Supervisor Ronen
Aquarium of the Bay	Enterprise for Youth	Mission Pictures	Supervisor Safai
Aspect Foundation	Everlane	Mission Bit	Supervisor Yee
B O S	Farella Braun + Martel LLP	Mother Jones	Take Shape Studio
Bay Conservation and Development Commission (BCDC) Baywell	First Republic Bank	Nana Joes: SFMade	The Olympic Club
Psychiatry Group	Gap	Nature in the City	Topology Eyewear
Bella Smiles	Heath Ceramics: SFMade	Pseudo Studio: SFMade	Tucker & Marks, Inc.
Borbon Skincare: SFMade	Ingrid & Isabel	Red Dot Studio	UCSF: ALBA Language Neurobiology Laboratory
Brilliant Earth	INTERSTICE Architects	Rothy's	UCSF: Radiology Department at Zuckerberg General Hospital
Bryan Cave Leighton & Paisner	Jade Chocolates: SFMade	SagreraBrazil Design	V Boutique
California Coastal Commission	Jay Jeffers	San Francisco Recreation and Parks	VendEx
California Pacific Orthopaedics & Sports Medicine	Jenny Lemons: SFMade	Sarah Liller: SFMade	Way2B1
City Arts & Lectures	Jonathan Rachman Design	Serenity Dental Spa	Wooden Table Baking Co.
Civic Kitchen	Kaiser Permanente: Allied Health	SF Made	
COUPAR	Kaiser Permanente: Eye Care Clinic	SF SPCA	
de Gournay	Kids in Need of Defense (KIND)	SMAart Galleries	
		Socola Chocolatier	
		Southern Exposure	

YOUTH VOICES

I was able to gain more confidence to perform independently by communicating with my mentor and the neurologists.

—Peiying, UCSF

By joining Enterprise for Youth, my dreams and hopes seem so much more possible and clearer. The internship at Kaiser Permanente truly solidified my desire to go into the medical field.

—Athena, Kaiser



Manderla Silvestro has done two paid programs with Enterprise and recruited her two younger siblings to join us as well

Joining Enterprise was probably the best thing that I've done to expand my horizons.

—Manderla, Supervisor Matt Haney's office at City Hall

THANK YOU FOR YOUR INTEREST IN BECOMING A SPONSOR

We are happy to review sponsorship options and create custom packages to fit your goals. In-Kind sponsorships are also available.

REGISTRATION

enterpriseforyouth.org/heroes

CONTACT US

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HEROES AT WORK

June 10, 2021 | 6 PM
Virtual Celebration

Help us create bright futures
for our community.

ENTERPRISE
for YOUTH
founded 1969

2020 YOUTH SURVEY RESPONSES



100%

WOULD RECOMMEND
ENTERPRISE TO A FRIEND



97%

SAID THEIR INTERNSHIP
HELPED THEM HAVE CLEARER
GOALS FOR THE FUTURE



95%

FELT MORE CONFIDENT ASKING
FOR HELP OR CLARIFICATION
FROM AN ADULT



95%

SAID THEIR INTERNSHIP
HELPED THEM HAVE AN IDEA OF A
CAREER THEY WANT TO PURSUE



"I love Enterprise for Youth. Being a teacher has been my goal, and these internships are preparing me to become one!"—Skye Goette, Youth Councilor

THE FUTURE AT WORK: INTERN HIGHLIGHTS



PAMELA CRUZ

Pamela Cruz had her first internship last year at Enterprise for Youth. She participated in our Career Exploration program where youth explored a variety of careers and jobs and prepared for future jobs and opportunities.

*"The book, *Girls Who Run the World*, notes that 1 in 4 high school girls answer 'No' when asked if they think they can achieve their goals. After my Enterprise internship, I now answer 'Yes'—Pamela*



JEFFREY LEE

Jeffrey has participated in multiple internships at Enterprise for Youth—Mother Jones, The Stuart Foundation, Nature in the City, Edgewood Center for Children and Families, and at our Enterprise for Youth office!

"Through Enterprise, I have found an interest in pursuing a career in nonprofit management. The professional development opportunities have helped me to achieve my personal goals."—Jeffrey

HEROES AT WORK



Enterprise hosts, friends, and family gather to celebrate

**ELEVATE THE POWER OF
WORKFORCE DEVELOPMENT WITH
A VIRTUAL DINNER PARTY**



*Each of these youth have completed two or more
programs with Enterprise*

Prefer to join as an individual hero?

HOST A VIRTUAL TABLE

You and your friends will
receive a delicious dinner and
specialty cocktails delivered to
you the day of the event!

CONTACT

Margan@enterpriseforyouth.org



Enterprise alumni join guests to invest in our future