



2022 - 2023



## FIRST-GENERATION COLLEGE STUDENT LEADERSHIP PROGRAM

AN OPPORTUNITY TO  
HELP SHIFT THE CYCLE  
OF POVERTY IN OUR  
COMMUNITY AND MAKE  
A DIFFERENCE IN THE  
LIVES OF HARD-  
WORKING COLLEGE  
STUDENTS.



## WHY OUR FIRST-GENERATION STUDENTS NEED OUR HELP

Nationally, more than one-third of college students are first in their family to attend college, and are more likely to represent a racial or ethnic minority group, according to the National Center for Education Statistics. On a local level, Fresno State reported that in the Fall of 2021, 66.2% of undergraduates enrolled were first-generation (first-gen) students.

First-gen college students face greater academic, professional, financial, and psychological challenges, and are less likely to take advantage of support services on campus, than their non-first-gen peers.

The studies give us good reason to support first-gen students:

- **89%** of first-generation college students who come from low-income households leave college after six years without completing their degrees. Many first generation students leave college so they can work more hours to support themselves or their family, or because college is not economically sustainable for them.
- The median parental income for first-gen students in 2016 was \$41,000 compared with \$90,000 for continuing generation students, according to the Center for First-generation Student Success in Washington D.C.
- **61%** of first-gen college students want to give back to their communities compared to 43% of their non-first-gen peers.



# A NEW PROGRAM WITH CLEAR RESULTS

California Teaching Fellows Foundation is determined to improve the lives of first-generation college students—through graduation and career success—with dedicated support services and a new leadership program that was tested in the spring of 2022.

The purpose of the First-Gen College Student Leadership Program is to provide support and resources to Teaching Fellows who identify as first-generation college students. This program will help college students develop themselves personally, effectively navigate challenges, build career skills, gain self-efficacy and valuable resources, and further connect with their peers who have similar experiences.

Each participant will leave feeling empowered and confident, embracing their leadership role in their community and within their spheres of influence, while knowing that they are not alone.



## IMPACT

A cohort of 60 students will participate in 9 months of:

### ● TRAINING WORKSHOPS

Personal, professional and community leadership

### ● DEVELOPMENT

Resource, networking and support system

### ● GOAL SETTING

Career skills coaching and life coaching

### ● NETWORKING

Engaging with each other and in the community

### ● STRENGTHS

Ending in a culmination dinner event, having turned what may be viewed as a liability into an asset



# A SNAPSHOT OF SPRING 2022 RESULTS



Students participated in a pre- and post-program self-assessment. Out of 23 life competencies and conditions, the group improved in every single component. In 17 areas, gains were made by one entire level. Additionally, gains were reported by two levels in these two areas: "I have an understanding about the community resources available to me" and "I have addressed trauma, generalized anxiety, depression or similar conditions in my life."

With "very good" to "excellent" program satisfaction scores across the board in evaluations, the spring 2022 pilot program was a success. More importantly, it demonstrated the need for a program that gives first-gen college students a boost in school, career and life.

## WHAT PARTICIPANTS HAD TO SAY

- *"This program has opened the doors to new opportunities that at one point seemed impossible. I now feel confident that I will be the first in my family to graduate from a 4-year college."*
- *"I'm more career focused and I learned how to cope with my stress."*
- *"I am well informed about the resources around me in my career path and I have learned many things about how to continue on with professionals I have met from this program!"*
- *"I am more confident in the steps needed to get to my career. I have gained insight into the field and have been offered to shadow someone in the career of my choice."*
- *"I am better at time management and I'm getting there by saving my funds!"*
- *"I am stronger emotionally, I have worked on my fears and doubts and found encouragement to continue my career path. I have a group of people who support me and I know where I can go whenever I need help. Thank you for all your support!"*



# ABOUT CALIFORNIA TEACHING FELLOWS FOUNDATION

CTFF is a leading nonprofit organization that hires and trains more than 2,000 diverse college students in five Central Valley counties to work in low-income morning and afterschool programs. This group of future teachers, we call Teaching Fellows, are first-generation, low-income college students with a passion to serve K-12 students at their school sites with tutorial and enrichment programs running from 8 AM until 6 PM daily.

## CALIFORNIA TEACHING FELLOWS FOUNDATION COUNTY FOOTPRINT





## ABOUT THE DREAM INITIATIVE

The first-gen leadership program is administered by our Dream Initiative team. The Dream Initiative offers free support services to advance the well-being of CTFF employees. If Teaching Fellows are to be effective role models and meet the social-emotional needs of youth, it starts with meeting their own needs first.

CTFF's CEO, Mike Snell, began to dream of how to support Teaching Fellow tutors with more than professional development in 2016. After reading the book, *The Dream Manager* by Matthew Kelly, he knew that Teaching Fellows have stories and struggles that keep them from succeeding in school, work and life. A subsequent survey of all 2,000 employees fortified his hunch—they needed financial, academic, career, and social-emotional support. With that input, he invested in designing a personal development solution, which was called the Dream Initiative.

At the heart of the Dream Initiative are Life Coaches. These qualified professionals elevate the support services by identifying the current needs of staff, which informs what resources are needed.

### CURRENT SERVICES INCLUDE:



- 1:1 Life Coaching / Group Coaching, Assessments & Training
- Career Coaching & Preparation / Resume Building
- Care Fund Emergency Relief Support
- Financial Literacy Workshops / Extra Income Opportunities
- First-Generation College Student Leadership Program
- Future Teacher Pathway Support
- Life Pursuits Workshops
- Social and Networking Meet-ups
- Volunteer / Community Leadership Opportunities (Dream Ambassadors)
- Weekly Encouragement Text Messages
- “The Motivator” e-Newsletter Resource

# PARTNERSHIP OPPORTUNITIES



*"The first generation label was pretty much a disadvantage for us as a group. But until this program, it taught me for the first time that that isn't the case at all, and it could actually be a huge advantage for me and my family. Being first generation makes my family and friends proud. It allows them to have the sense of relief that I could successfully have a degree and finish college when they couldn't. Being a first generation college student allows me to represent them and myself, sharing the degree with them."*

## PREMIER LEADERSHIP PARTNER: \$10,000

- The program's Leadership Partner allows the First-Generation College Student Leadership Program to be possible with staffing, communications, and training. The Leadership Partner makes 10 valuable training workshops happen in areas such as emotional intelligence, community leaders panel, alumni career tips, college resources, community resources, leadership development, finances, and more. It also supports the program's First-Gen Leadership Program Kickoff event in October.

### BENEFITS

- Your company name on Leadership Training Series
- Opportunity to present a workshop related to your business (e.g. financial, healthcare, etc.)
- Your company name in the cohort video
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 Teaching Fellows
- Logo recognition on the official I Am First t-shirts if committed by October 15, 2022
- Four complimentary tickets to the culminating Celebration Dinner
- Invitation to welcome cohort participants at the Kickoff event (5 minutes)
- Your company name on our press release

## **STUDENT SCHOLARSHIP PARTNER: \$12,000 (OR TWO PARTNERS AT \$6,000 EACH)**

- The end-of-year scholarship allows students to pay for previous or future school year expenses, which is needed more than people realize. It is also an incentive for them to complete the requirements of their leadership program amid busy schedules. This partnership option may be broken up between two co-partners at \$6,000 or provided in full by one partner at \$12,000.

### **BENEFITS**

- Logo recognition on culmination dinner programs
- Signage and emcee recognition at the dinner
- Company representative to award the checks to the students during the culmination dinner
- An optional letter of recognition from the partner to students with their checks
- Photo of students with their scholarship checks
- Complimentary table of 8 for your company representatives at the dinner
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 Teaching Fellows
- Your company name on our press release

## **GALLUP STRENGTHS PARTNER: \$5,000**

- Each first-gen student has the opportunity to receive a valuable Gallup Strengths Assessment, followed by individual and group coaching sessions about what their strengths mean and how to use them in work, school and career. The assessment and coaching will boost their confidence, as well as increase their awareness of strengths on a team.

### **BENEFITS**

- Naming privileges as the [Your Company Name] Gallup Strengths Assessment & Coaching
- The Gallup Strengths Partner will receive logo identification on the individual assessment code email and follow-up emails
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## **CELEBRATION DINNER PARTNER: \$4,000**

- From the meals to the facility, and from the centerpieces to the photo booth, you have the opportunity to provide an outstanding culminating Celebration Dinner to our First-gen Leadership program participants. A family member and VIPs will be invited, as well.

### **BENEFITS**

- Naming privileges as The [Your Company Name] First-gen Celebration Dinner
- Logo identification on the event e-invitations and programs
- Opportunity for a 5-minute presentation at the event
- Signage and emcee recognition at the event
- Complimentary table of 8 for your company representatives
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## **CAREER COACHING PARTNER: \$4,000**

- The Career Coaching Partner provides a career coach who will meet with each student to discuss their career goals, academic path, career resume, job search and resources. A highlight of career coaching is when students are linked with a Teaching Fellows alumni or community member in the career field of their choice, to conduct a valuable informational interview.

### **BENEFITS**

- Recognition on coaching communications
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## **LIFE COACHING PARTNER: \$3,000**

- The Life Coaching Partner supports the ability for each first-gen student to have at least one life coaching session to discuss goals, obstacles, emotional well-being and self-coaching techniques.

### **BENEFITS**

- Recognition on coaching communications
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## **MEET-UP ACTIVITIES PARTNER: \$2,000**

- The Meet-up Activities Partner provides for the expenses related to networking meet-ups during the school year including food, transportation and facility costs. Students will plan their meet-ups in October.

### **BENEFITS**

- Naming privileges as The [Your Company Name] [Activity Name] Meet-up Series
- Recognition on social media
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## **FIRST-GEN COLLEGE STUDENT NATIONAL CELEBRATION PARTNER: \$1,000**

- The First-gen College Celebration is a national event on November 8, coordinated by the Center for First-generation Student Success in Washington, D.C. Colleges and organizations across the country will conduct special activities to celebrate and raise awareness about first-generation college students. Your partnership will allow us to conduct a unique first-gen “mixer” live event that evening with Teaching Fellows Alumni, to help students understand and gain benefits from networking. Your partnership covers refreshments, facility costs and expenses to make this event possible.

### **BENEFITS**

- Naming privileges as The [Your Company Name] First-gen College Student Celebration Mixer
- Recognition and signage at the event
- Recognition on social media
- Optional company representative in attendance
- Recognition in the Motivator e-newsletter distributed to more than 2,000 students and leaders

## T-SHIRT SPONSOR: \$750

The T-shirt Partner will fund 75 “I Am First” t-shirts to be distributed to first-gen students and leaders.

### BENEFITS

- Logo recognition in a special location on the t-shirts
- Recognition on shirts shared only with the Premier Leadership Partner

## PROGRAM/AD SPONSOR(S): \$150 - \$300

Opportunity to purchase an advertisement space to promote your business at the First-Gen Celebration in the event program.

### BENEFITS

- Company advertisement recognition in event program given to all guests and participants at the First-Gen Celebration event.

## PROGRAM SUPPORTER

A fully tax-deductible donation to the CTFF's First-Generation College Student Leadership Program in any amount.



*“This program has opened the doors to new opportunities that at one point seemed impossible. I now feel confident that I will be the first in my family to graduate from a 4 year college.”*

*Amelia Medrano*



## First-Generation College Student Leadership Program

THANK YOU FOR INVESTING IN OUR CENTRAL VALLEY'S FUTURE EDUCATORS BY SPONSORING THE INAUGURAL FIRST GENERATION COLLEGE STUDENT LEADERSHIP PROGRAM!

PLEASE COMPLETE THIS FORM AND RETURN TO [JACKIE.MORENO@CTFF.US](mailto:JACKIE.MORENO@CTFF.US)

<input type="checkbox"/> 01 <b>PREMIER LEADERSHIP</b> <b>PARTNER: \$10,000</b>	<input type="checkbox"/> 02 <b>STUDENT SCHOLARSHIP</b> <b>PARTNER: \$12,000 (OR</b> <b>TWO PARTNERS AT</b> <b>\$6,000 EACH)</b>	<input type="checkbox"/> 03 <b>GALLUP STRENGTHS</b> <b>PARTNER: \$5,000</b>
<input type="checkbox"/> 04 <b>CELEBRATION DINNER</b> <b>PARTNER: \$4,000</b>	<input type="checkbox"/> 05 <b>CAREER COACHING</b> <b>PARTNER: \$4,000</b>	<input type="checkbox"/> 06 <b>LIFE COACHING PARTNER:</b> <b>\$3,000</b>
<input type="checkbox"/> 07 <b>MEET-UP ACTIVITIES</b> <b>PARTNER: \$2,000</b>	<input type="checkbox"/> 08 <b>FIRST-GEN COLLEGE</b> <b>STUDENT NATIONAL</b> <b>CELEBRATION PARTNER:</b> <b>\$1,000</b>	<input type="checkbox"/> 09 <b>T-SHIRT SPONSOR: \$750</b>
<input type="checkbox"/> 10 <b>PROGRAM/AD SPONSOR(S):</b> <b>\$150 - \$300</b>	<input type="checkbox"/> 11 <b>PROGRAM SUPPORTER:</b> <b>OPEN DONATION</b>	

### CONTACT INFORMATION

COMPANY NAME TO BE RECOGNIZED: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

### PAYMENT INFORMATION

TO SECURE YOUR SPONSORSHIP PLEASE COMPLETE AND RETURN THIS FORM TO [JACKIE.MORENO@CTFF.US](mailto:JACKIE.MORENO@CTFF.US)

**MAIL PAYMENT TO:** CALIFORNIA TEACHING FELLOWS FOUNDATION  
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FRESNO, CA 93720  
CALIFORNIA TEACHING FELLOWS FOUNDATION TAX-ID # 20-0359353