

Roots & Shoots, the youth-led environmental and humanitarian program of the Jane Goodall Institute, empowers tens of thousands of young people in almost 100 countries to make the world a better place. Through this powerful global network, young people take informed and compassionate action to make a difference for people, animals and the environment. Roots & Shoots members are planting trees, helping neighbors, saving endangered species, leading recycling efforts, organizing peace events, celebrating different cultures and proving that the power of youth is global.

Roots & Shoots connects youth members globally through its website, supports on-the-ground programming, promotes regional, national & international youth leadership initiatives, implements service learning activities and leverages Dr. Goodall's stature to market the program and expand the reach. The Roots & Shoots California office supports the local efforts of close to 200 community and school based groups. Each group consists of anywhere from two to 50 youth (estimated 5,500 members) from pre-K to University.

Join us in helping our young people lead the way to a better future!

Sequoia Partner (\$25,000) Benefits of Investment in Roots & Shoots Includes:

- Named co-sponsor of the Los Angeles Diversity Initiative which supports Title 1 students in low income communities;
- Distribution of promotional materials and/or communications to over 5,500 youth in California to co-brand your organization's campaigns and causes;
- Company's logo prominently featured on national Roots & Shoots website;
- Company's logo prominently featured on regional Roots & Shoots website;
- Company's logo on quarterly newsletters and invitations to VIP events;
- Participation in the Roots & Shoots Day of Peace event, held on the Santa Monica Pier:
 - Opportunity for a speaking role on stage
 - Media mention
 - Premier exhibitor location
- Special guest admittance to Dr. Goodall's 2009 October lecture at USC;
- Tickets and sponsor recognition at the Los Angeles October 2009 Leadership Awards Gala at the Beverly Wilshire Hotel, featuring Dr. Goodall;
- Named co-sponsor of the November California Regional Youth Summit;
- Membership in Jane's Peak Society with opportunities to join East Africa Adventures;
- Four autographed copies of Dr. Goodall's book, *Hope for Animals and Their World* due out in fall 2009.

Mighty Oak Partner (\$15,000) Benefits of Investment in Roots & Shoots Includes:

- Distribution of promotional materials and/or communications to over 5,500 youth in California to co-brand your organization's campaigns and causes;
- Company's logo on national Roots & Shoots website;
- Company's logo on regional Roots & Shoots website;
- Company's logo on quarterly newsletters and invitations to VIP events;
- Participation in the Roots & Shoots Day of Peace event, held on the Santa Monica Pier:
 - Opportunity for a speaking role on stage
 - Media mention
 - Premier exhibitor location



Sponsorship Opportunities

- Tickets and sponsor recognition at the Los Angeles October 2009 Leadership Awards Gala at the Beverly Wilshire Hotel, featuring Dr. Goodall;
- Named co-sponsor of the November California Regional Youth Summit;
- Membership in Jane's Peak Society with opportunities to join East Africa Adventures;
- Four autographed copies of Dr. Goodall's book, *Hope for Animals and Their World* due out in fall 2009.

Magnolia Partner- \$10,000 Benefits of Investment in Roots & Shoots Includes:

- Distribution of promotional materials and/or communications to over 5,500 youth in California to co-brand your organization's campaigns and causes;
- Company's logo on national Roots & Shoots website;
- Company's logo on regional Roots & Shoots website;
- Company's logo on quarterly newsletters and invitations to VIP events;
- Participation in the Roots & Shoots Day of Peace event, held on the Santa Monica Pier:
 - Media mention
 - Premier exhibitor location
- Named co-sponsor of the November California Regional Youth Summit;
- Membership in Jane's Peak Society with opportunities to join East Africa Adventures;
- Two autographed copies of Dr. Goodall's book, *Hope for Animals and Their World* due out in fall 2009.

Maple Partner- \$5,000 Benefits of Investment in Roots & Shoots Includes:

- Company's logo on national Roots & Shoots website;
- Company's logo on regional Roots & Shoots website;
- Company's logo on quarterly newsletters and invitations to VIP events;
- Participation in the Roots & Shoots Day of Peace event, held on the Santa Monica Pier:
 - Premier exhibitor location
- Sponsorship of five students to attend California Regional Youth Summit;
- Five R&S group memberships for Title 1 school groups
- Two autographed copies of Dr. Goodall's book, *Hope for Animals and Their World* due out in fall 2009.

Dogwood Partner – \$2,500 Benefits of Investment in Roots & Shoots Includes:

- Company's logo on regional websites
- Quarterly newsletters and special event invitations
- Participation and booth at the Roots & Shoots Day of Peace event, held on Santa Monica Pier;
- Sponsorship of five students to attend California Regional Youth Summit;
- An autographed copy of Dr. Goodall's book, *Hope for Animals and Their World* due out in fall 2009.

For additional partnership information, please contact Karen Oxrider, Regional Director, at 805-558-4474 or at koxrider@janegoodall.org.

Thank you for your support!

The Jane Goodall Institute (JGI) is a 501(c)3 non-profit organization and contributions are tax-deductible.

What is Roots & Shoots?

Roots & Shoots - a program of the Jane Goodall Institute - is a non-profit, founded in 1991 to empower youth to design and implement community based service learning projects and create lasting, positive change for people, animals and the environment. Today, with nearly 100,000 individuals in the U.S. and 100 other countries, the Roots & Shoots network branches out around the globe connecting young people of all ages who share a common desire to make the world a better place.

Our Mission:

To foster respect and compassion for all living things, to promote understanding of all cultures and beliefs and to inspire each individual to take action to make the world a better place for people, animals and the environment.

Our Goals:

- To foster respect and compassion for all living things
- To promote understanding of all cultures and beliefs
- To inspire each individual to take action to make the world a better place for people, animals, and the environment

Roots & Shoots connects youth members all over the world through its website, supports regional programming, promotes regional, national and international youth leadership initiatives, implements service learning activities and leverages Dr. Goodall's stature to spread bring the opportunity to more youth and communities. The Roots & Shoots California office supports the local efforts of 144 community and school-based groups. Each group consists of anywhere from two to 50 youth (with an estimated 5,500 members in California) from pre-K to College. Roots & Shoots members help neighbors, save endangered species, plant trees, organize peace events, celebrate different cultures, protect and clean the environment and prove that the power of youth is a tremendous strength that can profoundly effect the future well-being of human communities, animals and the environment.

A Proven Model for Engaging Youth

Our model is based on the belief that every individual matters, every individual has a role to play and every individual makes a difference. This core idea is at the root of Dr. Jane Goodall's philosophy.

Our simple yet holistic approach maximizes youth engagement because projects are driven by the interests and abilities of the participants. Kids are encouraged to develop projects that matter to them. The type of projects vary, based on age, interests and community needs, but the common thread across Roots & Shoots service projects is our methodology:



Knowledge: The basis of responsible action. The more a child knows about the community, the better he or she can decide what needs to be done to improve issues of concern.

Compassion: The engine of your project. Compassion, concern and a desire to make a difference energizes young people to tackle problems they see.



Sponsorship Opportunities

Action: The result of learning and planning. Youth-led groups take action through service projects that show care and concern for people, animals and the environment.

For information on how to start a Roots & Shoots club at your school or organization, please visit our website at www.rootsandshoots.org.

About the Jane Goodall Institute:

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research of chimpanzee behavior—research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and the Roots & Shoots youth education and participation program, with groups in close to 100 countries.