



The Foundation for MetroWest is excited to bring to our community the newly reimagined Spring Inspiration Breakfast (SIB):

## the Spring Inspiration Virtual Series

Taking place March through May of 2021, this series will **engage the MetroWest community** through a variety of **inspirational and educational virtual events**, raise **awareness and build support of our work** through new and returning audiences alike, and **keep the brand of the original SIB alive** until we can meet in person again.



## Spring Inspiration Virtual Series Calendar

**Friday, March 26  
at 10 AM**

**How the Best Parents Learn to Let Go So Their Children Can Succeed:**  
*An Intimate Conversation with Best Selling Author Jessica Lahey*

If there is one thing 2020 has taught us, it is that we are not always able to control the things that most affect us. **Jessica Lahey**, New York Times bestselling author of *The Gift of Failure*, explains how, even in a pandemic, there are opportunities for kids to become more motivated, engaged, and present in their own lives. She will offer practical, actionable steps for parents, coaches, teachers and mentors who want kids to take hold of their lives, ownership of their learning, and become competent, fulfilled, happier young adults.

**Foundation Highlights at Event:** Youth Development and Youth in Philanthropy

**April 2021**

**MetroWest Quest:** *A month-long challenge for families to foster a deeper connection to where they live, work, and play*

This campaign will inspire children and families to foster a deeper connection to where they live through various at-home and local MetroWest field trips. Participants of the MetroWest Quest will use an interactive platform to complete various challenges throughout the month that focus on topics such as arts & culture, the environment, health & wellness, history, and much more. Points will be collected for each challenge completed and awards will be distributed to the top families.

**Foundation Highlights at Event:** Arts & Culture, Hunger, Environment, Youth Development, Philanthropy Education

**Thursday, May 6  
at 10 AM**

**Virtual Spring Inspiration Breakfast**

Our traditional Spring Inspiration Breakfast is being reimagined for 2021 and will feature an engaging, professionally produced virtual storytelling event. Think NPR's 'The Moth' - and some of our professional storytellers will come from there - with an experienced host, three professional storytellers, and one "community teller." This event will not only showcase the creative art of storytelling, but also allows the Foundation to highlight its work in the community. The virtual breakfast will be produced and hosted by **Amazing Things Art Center** in Framingham.

**Foundation Highlights at Event:** Arts & Culture



## Spring Inspiration Virtual Series Levels of Support

|   | <b>Patron</b><br><b>\$10,000</b><br>Co-Presenter of<br>One Series Event;<br>Exposure at all Three | <b>Founder</b><br><b>\$5,000</b> | <b>Leader</b><br><b>\$2,500</b> | <b>Friend</b><br><b>\$1,000</b> |
|---|---|----------------------------------|---------------------------------|---------------------------------|
| Advertisement in Foundation's Annual Report (1,000+ viewers)  | Logo<br>½ Page Ad<br>and Listing  | Logo<br>¼ Page Ad<br>and Listing | Listing                         | Listing                         |
| Logo or Listing in All Event E-Communication  | ✓   | ✓                                | ✓                               | ✓                               |
| Logo or Listing on Event Website  | ✓   | ✓                                | ✓                               | ✓                               |
| Logo or Listing on Corporate Partners Page (Corporate Partners Only)  | ✓   | ✓                                | ✓                               | ✓                               |
| Logo or Listing on Mailed Collateral to Participants (Events #2 and #3)   | ✓   | ✓                                | ✓                               | ✓                               |
| Invitation to FFMW Donor Exclusive Events in 2021 (4 Events)<br>Invitation to Impact: A Closer Look at Data Coming Out of Impact MetroWest. | ✓   | ✓                                | ✓                               | ✓                               |
| Logo or Listing on Day of Event Screens and Signage (Events #1 and #3)  | ✓   | ✓                                | ✓                               |                                 |
| Exclusive Curated Social Media Post*  | ✓   | ✓                                | ✓                               |                                 |
| Branded Merchandise in Giveaways (Event #3)*  | ✓   | ✓                                |                                 |                                 |
| Recognition in Event Speaking Points (Events #1 and #3)   | ✓   | ✓                                |                                 |                                 |
| Exclusive Foundation Blog Post*   | ✓   |                                  |                                 |                                 |
| Included in Press for the Event   | ✓   |                                  |                                 |                                 |
| Logo Placement in MetroQuest Challenge Interactive Platform (Event #2 - month long)   | ✓   |                                  |                                 |                                 |

\*Content and subject to be mutually agreed upon by Foundation and donor.