



**2024 PROGRAMMATIC
PARTNERSHIP OPPORTUNITIES**

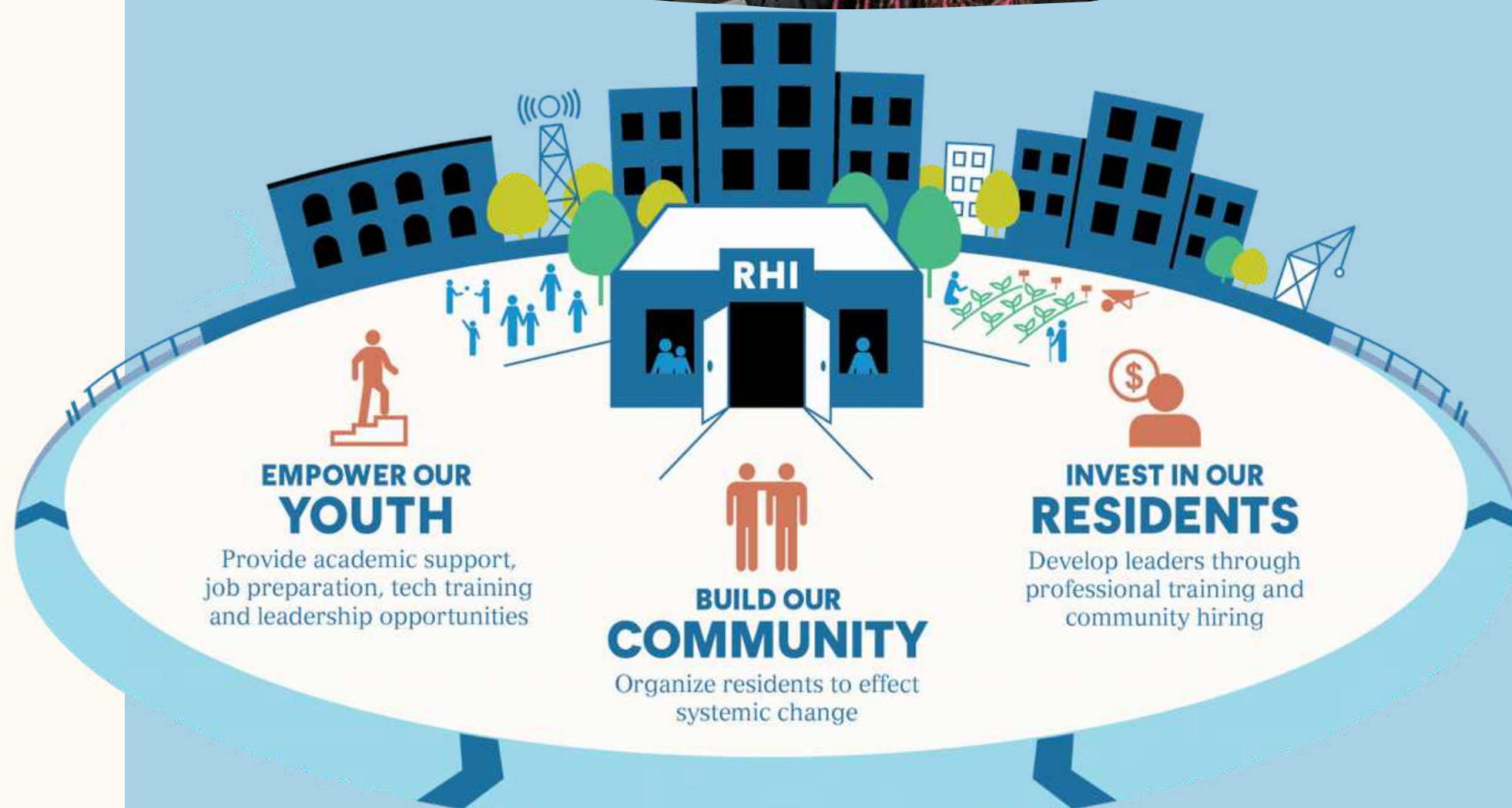


OUR MISSION

Red Hook Initiative (RHI) believes that social change to overcome systemic inequities begins with empowered youth. In partnership with community adults, we nurture young people in Red Hook to be inspired, resilient and healthy, and to envision themselves as co-creators of their lives, community and society.

OUR PILLARS

- Youth Development
- Job Readiness
- Community Building





OUR IMPACT

6,500 Red Hook Residents served

RHI Young Adults

100% of Youth Leaders who applied to college gained admission last year

85% of Youth Leaders graduated High School on time last year

40 Unsubsidized jobs secured last year

\$1.86M Invested directly into the community in 2023

“RHI has been very helpful to not only me but the people in my community by gifting them with opportunities and assistance on just about everything” - RHI Young Adult

Young Adults in Red Hook/Underserved Communities in NYC at large

52% of High School seniors are not deemed “college ready”

75% of 18-24 year-olds are unemployed; 50% of all residents are unemployed

47% of all Red Hook families live below the poverty line

\$23,600 Median income for families in Red Hook





SEE WHAT OUR YOUNG PEOPLE ARE SAYING:



"I appreciate all the work my counselor had worked on with me and I'm very grateful for having someone so supportive and patient with me."



WHY PARTNER WITH US

BECAUSE YOU CARE:

About Job Readiness and Workforce Development and helping young adults from under-served communities thrive

About Youth Development and ensuring that young people from under-served communities have a path forward

About Community Building and organizing residents to affect systemic change

About the Health and Wellness of people from under-served communities

About Conserving Our Community's natural resources

About Your Community





OUR SIGNATURE PROGRAMS

Summer Freedom Schools - Adolescent Program

RHI partners with Children's Defense Fund to offer Freedom Schools, a culturally-competent, evidence-based, 6-week summer enrichment program

39 Young People (Grades 6-10) served

"RHI and Freedom Schools have helped me greatly. I met many people and had some amazing experiences...I learned that when you're with your friends, you will enjoy yourself much more than when alone. I also learned that sometimes you have to try things that make you uncomfortable to grow."

RHI Afterschool Program: Adolescent Program

From September - June, middle school students engaged in academic, leadership development and socio-emotional wellness programming

- **57 Middle School Students served**
- **81 High School Students served**
- **138 total students served**

"RHI is helping me make the transition between high school and college easier through our college prep sessions. During college prep, they helped me with my personal essay and helped us apply for scholarships. Without RHI I wouldn't have made it this far in the college process." - RHI Jordan Brand WINGS Scholar



College Access and Retention Program: Adolescent Program

RHI's college access programs focus on college readiness and leadership development through workshops centered around career exploration, health and wellness, social emotional learning, networking, and financial literacy. During College Application Week (September) we provide critical support for our 20 High School Seniors with debunking college myths, essay preparation, financial literacy etc.

81 High School Students served



OUR SIGNATURE PROGRAMS

Community Building Program: Community Program

Community Organizing, #FullyFundRedHookHouses Campaign, Environmental Justice, Community Outreach and Community Health Network are just a handful of RHI's programs that aim to build Community.

4,763 Residents served

“Identified a problem, solved it and came up with a new idea that improved health.”

Health and Wellness Program

We view wellness as multi-dimensional and seek to build an ecosystem of healing for residents of Red Hook and its youth through Individual Counseling, Peer Healing Groups, Psychoeducational Workshops and Training/Staff Support.

159 Residents served

Farm Program: Community Program

RHI operates two farm sites: Columbia Street Farm (2.75 acres) located on NYC Parks Department property and Wolcott Farm (1 acre) in the Red Hook Houses. Our Farms Program focused on food justice and addressed food insecurity through three overarching program pillars: Fresh Food Access, Youth Empowerment, and Community Engagement.

Total Reached, Served, Impacted:

- **Fresh Food Access: 2,865**
- **Youth Empowerment: 681**
- **Community Engagement: 3,640**





SIGNATURE EVENTS



Our signature event, an unforgettable night of food, community and celebration.

TASTE by the numbers

Not your typical benefit

Guests describe it as their favorite party of the year!



600+ guests



100 RHI youth & staff



40+ food and drink establishments



21 years of RHI legacy



300 youth served



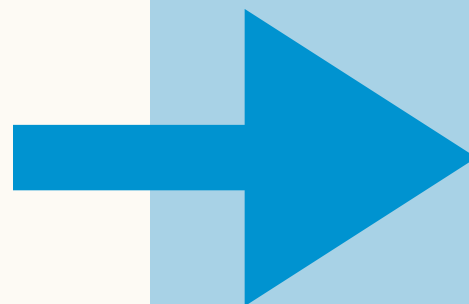
6,500 lives impacted



SIGNATURE EVENTS

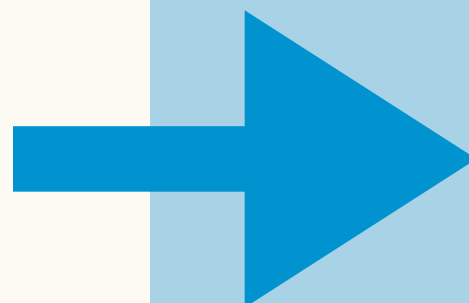
Red Hook Farm Dinner

One of our flagship events, held annually at the Farm, showcasing the Farm's work results and impact.



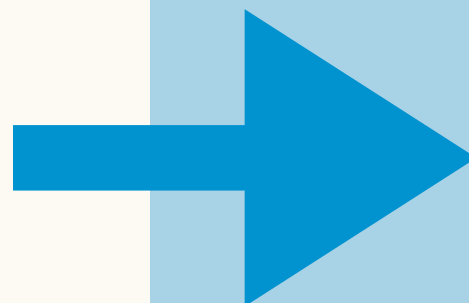
Harvest Fest

Another opportunity to celebrate the Farm's work, results and impact. Farm-related activities, tours, etc RHI's Columbia Street Farm. Open to the public. 159 Residents served.



Thank You Breakfast

Engagement & celebration for RHI's key donors and stakeholders.





VOLUNTEER WITH US

Included in sponsorships 25k+

As part of your sponsorship, spend the day with your team at Red Hook Farms and support our transformative urban agricultural and youth leadership program. We grow and harvest 20,000+ pounds of produce each year on two farm sites led by and for Red Hook residents! Local public housing residents are encouraged to take home our produce for free by caring for the farm or by bringing food scraps for compost.

Additional volunteer opportunities:

- Participate in group networking exercises, conduct mock interviews, and present on a range of professional skills with members of the Career Starters cohort.
- Prepare recent high school graduates from Red Hook as they embark on the college journey by speaking on panels, delivering presentations, and engaging one-on-one with the newest cohort of College Scholars.
- Work with high school youth and help them compose college essays, complete college applications, and apply for scholarships.





PARTNERSHIP LEVELS



Red Hook Community Changemaker
\$250K



Red Hook Community Champion
\$100K



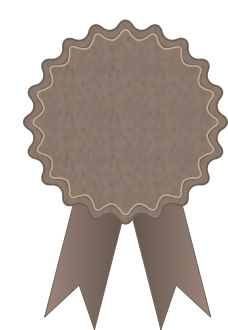
Red Hook Community Advocate
\$50K



Red Hook Community Leader
\$25K



Red Hook Community Patron
\$10K



Red Hook Community Steward
\$5K



RED HOOK COMMUNITY CHANGEMAKER - \$250K

Impact:

Programmatic and capacity-building support that will allow RHI to fully-fund our RHI After-School Program for both Middle and High School Students for an entire academic year.

Deliverables:

- Includes “Made Possible By (Sponsor)” recognition on our available year-long Adolescent, Young Adult and/or Health & Wellness Programs on all touch points
- Includes “Made Possible By (Sponsor)” on all RHI Signature Event touchpoints, including Taste of Red Hook, our flagship event
- Opportunity for company representative to offer remarks at the event
- Prominent logo placement on main stage, step and repeat and all night of assets
- Custom Thank You video played at all Signature Events
- Dedicated email newsletter to all RHI constituents and social media posts across all RHI channels announcing partnership
- Sponsor logo to be featured on RHI website as a lead sponsor for the entire life of the sponsorship
- 100 tickets to Taste of Red Hook

Volunteer Engagement:

- (10) Days of volunteer service for 25 employees each at Red Hook Farms
- Quarterly Speakers Bureau (4 annually) sessions at (Sponsor) office or event
- Monthly Mentoring opportunities (up to 12 annually) by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs





RED HOOK COMMUNITY CHAMPION - \$100K

Deliverables:

- Includes “Made Possible By (Sponsor)” recognition of (1) of our year-long Adolescent, Young Adult and/or Health & Wellness Programs on all touch points
- Includes “Made Possible By (Sponsor) recognition at Taste of Red Hook, our flagship event
- Opportunity for company representative to offer remarks at the TORH
- Logo placement on main stage, step and repeat and all night of assets
- Custom Thank You slide displayed on video played at event
- Dedicated email newsletter to all RHI constituents and social media posts across all RHI channels announcing partnership
- Sponsor logo to be featured on RHI website as a lead sponsor for the entire life of the sponsorship
- 50 tickets to Taste of Red Hook



Volunteer Engagement:

- (4) Days of volunteer service for 25 employees each at Red Hook Farms
- (2) Speakers Bureau sessions at (Sponsor) office or event
- Mentoring opportunities (up to 4 annually) by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs



RED HOOK COMMUNITY ADVOCATE - \$50K

Deliverables:

- Includes “Made Possible By (Sponsor) recognition at Taste of Red Hook, our flagship event
- Opportunity for company representative to offer remarks at the TORH
- Logo placement on main stage, step and repeat and all night of assets
- Custom Thank You slide displayed on video played at event
- Dedicated email newsletter to all RHI constituents and social media posts across all RHI channels announcing partnership
- Sponsor logo to be featured on RHI website as sponsor for the entire life of the sponsorship
- 30 tickets to Taste of Red Hook

Volunteer Engagement:

- (2) Days of volunteer service for 25 employees each at Red Hook Farms
- (1) Speakers Bureau sessions at (Sponsor) office or event
- Mentoring opportunities (up to 2 annually) by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs





RED HOOK COMMUNITY LEADER \$25K

Deliverables:

- Includes Recognition at Taste of Red Hook, our flagship event
- Logo placement on main stage, step and repeat and all night of assets
- Custom Thank You slide displayed on video played at event
- Dedicated email newsletter to all RHI constituents and social media posts across all RHI channels announcing partnership
- Sponsor logo to be featured on RHI website as sponsor for the entire life of the sponsorship
- 15 tickets to Taste of Red Hook



Volunteer Engagement:

- (1) Days of volunteer service for 25 employees at Red Hook Farms
- (1) Speakers Bureau sessions at (Sponsor) office or event
- Mentoring opportunity by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs



RED HOOK COMMUNITY PATRON - \$10K

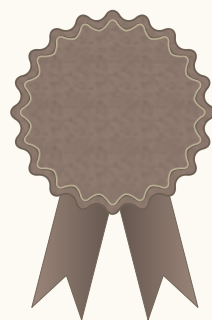
Deliverables:

- Includes Recognition at Taste of Red Hook, our flagship event
- Sponsor logo to be featured on RHI website as a sponsor for the entire life of the sponsorship
- 6 tickets to Taste of Red Hook

Volunteer Engagement:

- Mentoring opportunity by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs





RED HOOK COMMUNITY STEWARD - \$5K



Deliverables:

- Sponsor logo to be featured on RHI website as a sponsor for the entire life of the sponsorship
- 2 tickets to Taste of Red Hook

Volunteer Engagement:

- Mentoring opportunity by (Sponsor) employees at available RHI Signature Young Adult, Adolescent, Community and/or Health & Wellness Programs



EVERYONE'S TALKING ABOUT US



The
New York
Times
G
Brownstoner





For more information, please contact:
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