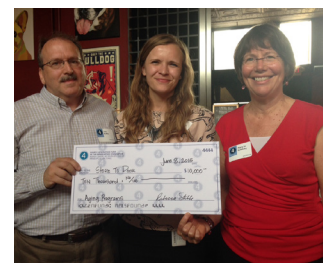




MINNEAPOLIS  
FOUNDATION

*Fourth Generation*



**Celebrating 10 Years**

2020 Sponsorship Guide

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# Fourth Generation


Fourth Generation is a collaborative giving experience, giving members the opportunity to pool their resources and have a bigger impact together than they could alone. Fourth Generation is a leadership program where members work together to understand pressing local issues, administer a grantmaking process, and listen to community about which solutions will have the greatest impact. Fourth Generation is giving community where members explore their power and privilege, examine inequities, and consider their role in making change.

Fourth Generation is ensuring the strong philanthropic culture in Minneapolis persists for generations to come. Everyone is welcome.

Since 2011, Fourth Generation has:



**RAISED \$417,000**



**HAD 350 MEMBERS**



**SUPPORTED 45  
NONPROFITS**

Covered the following topics:

*youth homelessness, food justice, small business development, resources for immigrant populations, aging, mental health, criminal justice reform, affordable housing, and place-based disparities.*



2019-20 Topic:

## Climate Justice

All people have a right to a safe, healthy place to live. With the effects of climate change accelerating, we need immediate action that doesn't exacerbate systemic issues and marginalize low-income communities and communities of color. Climate justice helps resist the inequitable distribution of environmental effects and revisions a world where sustainability and equity are connected.

# 2020 Events

Fourth Generation events are unique opportunities to place your brand in front of an important audience: a deeply engaged giving community focused on building a thriving Minneapolis where racial, social, and economic equity is a reality for everyone.



## Graze 4 Good

April 19 at the Lumber Exchange Event Center

Graze 4 Good is a fundraiser that pairs our vibrant local food community with emerging philanthropists eager to make a difference. We anticipate more than 350 guests at this event, which is open to anyone interested in food, philanthropy, and the best time you'll have on a Sunday evening. All proceeds from Graze 4 Good will go directly to grantmaking and support Climate Justice work in the Twin Cities.

Our 2019 featured restaurants included: All Square, Dulceria Bakery, Hola Arepa and Hai Hai, House of Gristle, Popol Vuh and Centro, Travail Kitchen and Pig Ate My Pizza, and Union Kitchen.



## Give 4 Good

June 17, Location TBA

More than 100 people will join us for Give 4 Good—our annual celebration of the organizations we support. We'll honor our grantees and their Climate Justice work, and give them the opportunity to share their story with our donors.

### Our 2019 Sponsors:



Dojour Ticketing ◦ Copperwing Distillery ◦ Fair State Brewing Cooperative ◦ FotoGenic  
◦ Lumber Exchange Event Center ◦ MediaXpress ◦ Min Enterprises Photography ◦  
Norseman Distillery ◦ Skaalvenn Distillery

## Sponsorship Levels

	<b>LEAD</b> \$15,000	<b>COMMUNITY</b> \$7,500	<b>INNOVATION</b> \$5,000	<b>EQUITY</b> \$2,500	<b>PARTNER</b> \$1,000
<b>Event Benefits</b>					
Recognition in all pre- and post-event digital communication.	Logo	Logo	Logo	Name	Name
Recognition on event signage and event program.	Logo	Logo	Logo	Name	Name
Tickets to Graze 4 Good.	8 <i>VIP tickets</i>	6 <i>VIP tickets</i>	4 <i>VIP tickets</i>	2 <i>VIP tickets</i>	2 <i>general tickets</i>
Opportunity to speak at Graze 4 Good and Give 4 Good	✓	✓			
Social media recognition on Fourth Generation and The Minneapolis Foundation's social media accounts*.	Logo	Logo	Logo	Name	Name
Mention on event press releases.	✓				
<b>Communications Benefits</b>					
Recognition in all Fourth Generation emails, website, and once in Giving Matters newsletter*.	Logo	Logo			
Recognition in the "First Decade" report, which will detail Fourth Generation's 10 years of grantmaking.	Logo				
<b>General Benefits</b>					
Opportunity to co-host and present at Fourth Generation monthly meetings.	✓	✓			
Co-host three-part board training with Propel Nonprofits.	✓				
Provide member scholarships.	5 <i>scholarships</i>	3 <i>scholarships</i>			
Percentage of sponsorship dedicated to Climate Justice grantmaking.	20%	15%			
Recognition at Innovation Luncheon for Fourth Generation members.			✓		
Provide stipends for community experts to speak at meetings.				✓	

\*Fourth Generation and The Minneapolis Foundation have 14,000+ combined followers on their Facebook, Instagram, and Twitter pages. Fourth Generation's emails reach 1,000+ addresses per month. Giving Matters reaches 1,300+ of The Minneapolis Foundation's donors.

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# Sponsorship Commitment

Sponsor Name:

Main Contact Name:

Contact Email:

Address:

City:

State:

Zip:

Yes, we will support Fourth Generation's work at the following level:

Lead Sponsor – \$15,000

Equity Sponsor – \$2,500

Community Sponsor – \$7,500

Partner Sponsor – \$1,000

Innovation Sponsor – \$5,000

Payment Options:

Please mail/email an invoice to:

Check enclosed and made payable to Fourth Generation

A credit card payment has been made via [mplsfdn.org/fourth-gen-sponsorship](https://mplsfdn.org/fourth-gen-sponsorship)

Signature:

Date:

Thank you for your support of Fourth Generation! Please send payment to Fourth Generation, 80 South 8th Street, Minneapolis, MN 55402. If you have any questions, please contact Alyssa Hawkins at [ahawkins@mplsfoundation.org](mailto:ahawkins@mplsfoundation.org) or (612) 672-3865. Sponsorships must be confirmed before March 1, 2020.