



Sponsorship Proposal

Changing Lives With Education:

How your business can help kids
build a brighter future in Mali

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MALI RISING
FOUNDATION
Empowering Through Education

Introduction

Mali Rising Foundation invites you to be a part of changing lives in Mali through education.

By creating better access to education, we can have a lasting and positive impact on Mali. For example, with each additional year of secondary schooling, a student's future income increases by 10-20 percent. And studies show that for each 10 percent increase in a country's middle school enrollment, the risk of war decreases by 3 percent...making us all safer given the interconnectedness of today's world.

So education, and increasingly secondary education, is key. Yet with all the good work being done to increase primary school access, there has been less focus on secondary schools. In fact, Although 69 percent of children are enrolled in primary school in Mali, only 34 percent are enrolled in secondary school.

That's where, with the help of sponsors like you, Mali Rising steps in! We invest in middle schools (grades 7-9) that help kids take the next step on the road to self-sufficiency -- because education is what will allow the people of Mali to take control of their own lives and the future of their country.



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About Us

For 20 years, Mali Rising Foundation has worked in partnership with the people of Mali to bring life-changing education to remote villages in the country's southern region.

With the support of our sponsors, we focus on providing access to a quality middle school education in these remote areas. To date, we have built 28 middle schools in partnership with parents, village elders, and local authorities.

But we don't just build a school and walk away. Mali Rising's programs surround students with everything they need to turn a school building into a real chance at life-changing education. For example, we provide special programming to help girls get into school and thrive there; teacher training; textbooks and other learning materials; scholarships for continuing education; parental engagement support; and much more.

So when donors sponsor a Mali Rising school, they aren't just underwriting concrete and metal struts -- they are making sure kids have everything they need to build a better life for themselves and a brighter future for the world.



Vision

Mali Rising Foundation envisions a quality middle school education within walking distance for every child in Mali's rural villages. We focus on middle school education as a key but weak link in the opportunities for Mali's children to build better, healthier lives and communities.



Mission

Our mission is to empower the children of Mali, West Africa by expanding and improving educational opportunities for them within their own villages.

Sponsorship Options



Build-A-School

This one-time commitment builds a 3-classroom school with desks, 6 latrines, & a principal's office.

Naming rights & school signage

School opening media package *

Website logo placement & dedicated school page

Min. 6 social media & blog mentions

Min. 4 annual school updates & stories

\$50,000



Build-A-Classroom

This one-time commitment underwrites construction of one classroom at a school build. This classroom will serve an average of 75 students annually.

Signage in classroom

School media package*

Logo on school webpage

Min. 3 social media & blog mentions

Min. 3 annual school updates & stories

\$14,000

- Media packages include photos, videos, and stories appropriate for use in social media, annual reports, etc. Content can be customized based on your needs.

School Build Model

Your Build-A-School donation of \$50,000 goes far in Mali. Your sponsorship is leveraged by the village, which donates 20% of the construction cost and the land to build the school. Our staff ensures a quality build and ensures a safe, healthy place for students to grow.



**PROVEN
MODEL**

Your sponsorship allows the construction of three classrooms, 6 latrines, and a principal's office/storage area. This is a proven model that uses simple, solid construction that lasts for decades with modest maintenance.



**LOCAL
INVESTMENT**

Local investment in your school is critical for its long-term success. The village donates 20% of construction costs and the land for the school. Local authorities staff the school with teachers. This partnership ensures the school is sustainable over the long haul.



**CLASSROOM
BASICS**

Your sponsorship provides more than walls and roofs. Your gift fills the classrooms with desks, provides chalkboards, delivers an initial set of textbooks, and more.



Benefits for Sponsors

Of course, the lives you change in Mali through sponsorship are the greatest reward, but there are also benefits closer to home for you:

Positive Communications Support for Your Media Team

Mali Rising will provide you with great photos, videos, and stories to illustrate your commitment to giving back. Mali Rising is nimble so that our communications support is personalized and designed to give you exactly what you need.

Naming Rights & Other Perks

Depending on the sponsorship type you select, you have a variety of promotion options. For example, Build-A-School sponsors receive school perpetual naming rights, promotion on our website and social media, and more. See page 5 for specifics.

Opportunities for Employees to Volunteer

Volunteering together lifts staff morale and improves teamwork. We have great virtual and hands-on opportunities to allow your staff to engage with the work, where ever they are – see page 8.

Service Opportunities

Write Notes of Encouragement

Volunteers write brief notes in English (or French) to our students encouraging them to stay in school and study hard. Notes are hand-delivered to students to provide reading practice, fun, and a sense of support for their hard work. Thousands of notes are needed so this is a great project for large groups, but small groups or solo volunteers can also tackle this project.



Create Language Flashcards

Believe it or not, flashcards are seen as a fun, innovative tool in Mali classrooms! Volunteers make sets of French/English flashcards using word lists we provide. Drawings or art can be added to illustrate the words. This project requires some materials (cardstock for cards, etc.) but is well-suited for groups large and small.



Read to Mali

Volunteers read a favorite children's book or story on video. We add your video to our Virtual Libraries, which allows English teachers to use the videos for "story time" with a native English language speaker. Videos are VERY rare in the classroom so our teachers love how engaged the students are in these videos. This project is best suited for small groups or individuals.





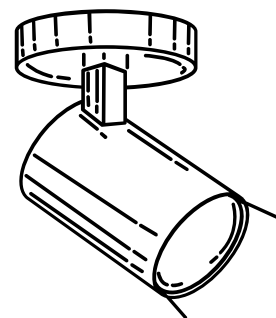
Results

Mali Rising Foundation is dedicated to collecting meaningful data -- both quantitative and qualitative.

This means you can feel comfortable that our proven programs will deliver results for your school's students too.

It also means we can provide you with news and updates from your investment throughout the school year. This allows your media team to have on-going content -- extending your communication returns far beyond the first flush of school construction or adoption.

Examples include stories of student progress or alumni success, along with program results at your school throughout the school year (see sidebar for examples).



Results Spotlight

Dropout rate 22/23 school year for Girls' Project: ZERO

Language improvement for students enrolled in FLIP 23/24 extracurricular: 20%

Schools constructed since inception: 28

Overall teacher skill improvement 22/23 cohort: 29%



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