



Corporate Partnership Opportunities 2008-2009

Valley Leadership (VL) is the largest, most established community leadership organization in the Valley. We have been educating, training and inspiring people to serve our community for nearly 30 years.

Our mission is to enhance the abilities of individuals to serve and strengthen our communities.

“In life, the issue is not control, but dynamic connectedness.” - Erich Jantsch

- ✓ For years we heard that many of the Valley’s leaders left in the 80’s and 90’s when their company’s headquarters moved, or were taken over by other organizations.
 - The truth is there are many great leaders here, and many have never left. Some win high profile awards, most do not. We hear of some VL alums with frequency in the media; many we never find in the light of media, but hear of their work by mouth. What is amazing is the presence of Valley Leadership alums in the underpinnings of thought and leadership throughout this dynamic Valley.
 - Right now we have thousands of corporate, political, non-profit, civic, grassroots and small business leaders who are making their mark on this burgeoning desert region of Central Arizona. They do not always win high profile awards or appear in the media with regularity but they are out there—with a bit of encouragement and support from fellow VL alums they are successfully leading Arizona into the next era.

“Leadership is generally defined as the capacity to make things happen that would otherwise not happen.”-Thomas E. Cronin

- ✓ From alumni seeking political office, advising governors and mayors and affecting change in our laws, to emerging teen leaders spending evenings and weekends at a crisis nursery, to a small business owner igniting passion in others to collect diapers for families in need—the reach of Valley Leadership is impactful, meaningful, and measurable!
- ✓ VL graduates are responsible for launching Kids Voting and were instrumental in the passage of the Dr. Martin Luther King Jr. holiday in Arizona, as well as steering such important agencies as Valle del Sol and Friendly House; VL alums were integral to such meaningful projects as the establishment of the Ronald McDonald House and most recently, the creation of the Human Services Campus, to cite but a few examples.

- ✓ Nearly everything valuable in life is learned. The experience and “exercise” Valley Leadership provides allows people to achieve what they never dreamed possible.

“Leadership is fired in the forge of ambition and opportunity.”-James MacGregor Burns

- ✓ We pride ourselves on creating an environment that is supportive, intellectually challenging and inspiring where leaders can test their ambitions. Through a leadership profile instrument, participants can gain insights into their work and leadership style preferences and use the year to possibly change behaviors. Leadership Institute is a graduate school in civic issues in which members of the class not only achieve positive personal growth, but put to use the skills and confidence gained to benefit their community.

As for the best leaders, the people do not notice their existence. The next best, the people honor and praise. The next, the people fear, and the next the people hate. When the best leader’s work is done, the people say, ‘we did it ourselves.’ -

Lao-Tzu

- ✓ Valley Leadership programs teach/emulate the philosophy put forth in Robert K. Greenleaf’s **Servant Leadership**: a practical philosophy which encourages leaders to focus on the needs of others rather than focus on their own leadership. Serving first, and then leading and learning as a way of building a community serving those who aren’t served. The record of our community’s Servant-leaders is part of what has made this Valley’s growth, successful, dynamic and humane.

“Learning acquired in youth is inscribed in stone.”-Saying (Tamil)

- ✓ In its second decade of programming, Valley Leadership has provided a Leadership Institute for high school sophomores and juniors. Valley Teen Leadership attracts teens from all economic and cultural backgrounds and provides them with an incredibly interactive program that teaches them about issues facing the community.
- ✓ According to Christina Colletta, a graduate of VTL 2 and now a member of Leadership Institute Class XXVIII, said that the experience allowed her to see that her community was bigger than her school—increased the confidence she had in herself and led to her pursuit of seeking out opportunities to challenge herself and work in the community.
- ✓ Colletta also said about funding Valley Leadership, “A return on your philanthropic dollar may not occur tomorrow, but know that you are investing in people now who will be investing in making their community a better place over the next decade.” All five of Christina’s close friends from her Valley Teen days are serving the larger community through nonprofit and political work as adults in their twenties--and she believes each were heavily impacted by their VTL experience.

“Hope is the dream of the waking man.” – Aristotle

- ✓ Arizona has many desired positive attributes—a vibrant diverse community, great weather, one of the strongest tourism markets in the nation, dynamic universities and teaching institutions, and a growing bio-tech industry. However, our state has suffered from very poor results related to education at all levels, problems with child and animal welfare, high teen pregnancy rates, and lack of regional planning, to name a few.
- ✓ All of the most pronounced challenges we have as a State are regularly addressed, discussed and debated in our Leadership Institute programs. Rather than feeling overwhelmed by these issues, our participants look for solutions and feel hopeful about what they can achieve when they work together—partnering with people who they may never have envisioned before our program.

Valley Leadership invites you to consider becoming a valued annual partner by investing in Valley Leadership's efforts to engage adults and teens alike at the pursuit of becoming leaders who understand our community's challenges and are inspired and equipped to help come up with solutions and activities to improve the quality of life for us all.

Your support is essential as the organization begins a drive to increase philanthropic dollars to build our capacity for even broader positive impact in our community, to establish a significant reserve margin and put systems and programs in place to enhance alumni engagement. Through the years VL has increased its capacity to educate and motivate teens from many diverse experiences, including teen refugees from Africa, older teens who have dropped out of school and through the Communities in Schools program have returned to complete high school. Your financial support will also allow us to continue offering teen programs for people who come from all economic and cultural backgrounds—a thoroughly unique program in the Valley.

Please make an important investment in your community by contributing to Valley Leadership. We have a number of sponsorship levels available (listed below) and we can gladly tailor the investment to fit your organization's needs.

Valley Leadership's PREMIER LEADERSHIP PARTNER:

- ✓ An annual investment in Valley Leadership of \$25,000 and above.
- ✓ Your investment goes to support all VL programs and operations.
- ✓ Your organization will receive two premier tables of ten and recognition as a premier sponsor at the Man & Woman of the Year annual luncheon.
- ✓ Your organization's logo and name appears on VL marketing materials.
- ✓ Formal recognition at Leadership Institute & Valley Teen Leadership programming.
- ✓ Your recognition is on-going and markedly different from all other investors. Primary communication includes an acknowledgement of your support, complete with logo—newsletters & email updates from the executive director, premier recognition at fundraising & publicity related-events, and events/activities for current VL participants and alumni.
- ✓ Prominent logo exposure on the organization's website for a full year
www.valleyleadership.org

Valley Leadership's MAJOR CONTRIBUTING PARTNER:

- ✓ An annual investment in Valley Leadership of \$20,000.
- ✓ Your investment goes to support all VL programs and operations.
- ✓ Your organization will receive a premier table of ten and recognition as sponsor at the Man & Woman of the Year annual luncheon.
- ✓ Your organization's logo and name appears on VL marketing materials.
- ✓ Formal recognition at Leadership Institute programming.
- ✓ Your recognition is prominent. Key organizational communication includes an acknowledgement of your support—newsletters and communication from the executive director, recognition at fundraising & publicity related events and events/activities for current VL participants and alumni.
- ✓ Logo exposure on the organization's website for a full year at www.valleyleadership.org.

Valley Leadership's COMMUNITY STEWARD PARTNER:

- ✓ An annual investment in Valley Leadership of \$10,000.
- ✓ Your investment goes to support all VL programs and operations.
- ✓ You receive a table of ten at the Man & Woman of the Year annual luncheon, including recognition as a "table sponsor".
- ✓ Your recognition includes a presence on key organizational communications at least once per year.
- ✓ You will be recognized as a VL Institute event sponsor
- ✓ You will also be recognized (by organization's name) on the Valley Leadership website for a full year www.valleyleadership.org.

Valley Leadership's SUPPORT PARTNER:

- ✓ An annual investment in Valley Leadership of \$5000.
- ✓ Your investment goes to support all VL programs and operations.
- ✓ You receive a table of ten at the Man & Woman of the Year annual luncheon, including recognition as a "table sponsor".
- ✓ You will also be recognized (by organization's name) on the Valley Leadership website for a full year at www.valleyleadership.org.

If you would like to discuss further ways to invest in Valley Leadership, please contact Valley Leadership at 602.952.6760 or vl@valleyleadership.org. Valley Leadership's location: 4020 N. 20th Street, Suite 202, Phoenix AZ 85016

VALLEY LEADERSHIP PROGRAMS

Leadership Institute

For thirty years Valley Leadership's showcase program has made a significant mark on business, government, education and nonprofit sectors. More than 1,600 people have graduated from our program. Throughout the nine month process, the class of fifty leadership 'students' build a network of colleagues committed to effecting change in the community.

Much of the magic of this program only begins during the 9-month class, but takes flight in the years to follow. Many of the VL alumni get to know each other and work and serve the community together in a variety of ways across all the classes—an effort begun in 1978.

Program Objectives:

- Foster commitment to the community by understanding key community challenges and issues
- Build individual leadership skills, capacities and interest.
- Develop a deeper understanding of community trusteeship.
- Cultivate appreciation of the value of diverse groups.

Valley Teen Leadership

Valley Teen Leadership is a specially designed leadership program that informs, motivates and increases the awareness of 50 selected high school sophomores and juniors through issue-oriented seminars and interactions with community decision-makers. The program outcome is an investment in the community's future leadership.

Program Objectives:

- Educate youth about issues facing our community and explore possible solutions to overcome these challenges.
- Strengthen youth leaders with the necessary attitude, skills and knowledge to be effective community leaders.
- Develop youth leaders of exemplary character so they have the ability to make constructive decisions.
- Instill in youth leaders a passion to serve our community in various volunteer capacities.

Man and Woman of the Year

Entering its 60th year, Valley Leadership continues the legacy of celebrating the accomplishments and contributions of one exceptional man and one exceptional woman at the annual Man & Woman of the Year luncheon. Nominations are solicited from the public in its search for qualified candidates, seeking those who have demonstrated significant visionary leadership and community service in the Valley. The 60th Man & Woman of the Year award recipients will be honored at a presentation luncheon on **April 16, 2009**.

The core programs and our annual celebratory event and fundraiser noted above are successful and will continue to be a key part of what Valley Leadership accomplishes and how we are known within the community.

However, as our world and its leaders evolve and change, so does our list of organizational goals. We aim to be a 'leader' in the world of professional leadership organizations and we also want to better engage our long list of alumni as well as the community at large.

A number of areas are worthy of further exploration, expansion and creation:

- ✓ Growing the Community Dialogue Series
- ✓ Creating Alumni-Only Tours & Partial Day Experiences
- ✓ Creating a Valley Leadership Institute for people over 50 years of age
- ✓ Partnering with other leadership groups to take on community challenges

The partnership dollars we are seeking from you today will allow us to both continue our successful core programming, but also greatly enhance our capacity to engage 30 years of VL alumni, other leadership groups, reach out to broader and different audiences and have an even great positive impact on the Valley and the state of Arizona.