

Class of 2020: *Most Resilient Class Ever!*

2020 Pay It Forward Campaign

- Leadership Howard County (LHC) offers financial assistance to many Leadership Premier and Leadership U participants through its endowment fund. In addition to the direct assistance, there is also a gap between program costs and the price of tuition of about \$1,000 per student that LHC absorbs in its budget.
- This gifting increases access to our program and broadens the experience for all by having classes that are represented by a wide range of individuals with a diversity of viewpoints, skills, and passions. The Class of 2020 has been LHC's most diverse class (to date) among ethnicity, age, and industries to show their commitment to diversity and inclusion. LHC has awarded our class with the most financial aid (over \$40,000) going to **33% of the class** mainly in support of community volunteers, non-profits and small business owners.
- With the anticipated economic downturn post Covid-19, LHC forecasts that the applicant pool for 2021 will have an even greater need for support.
- As a means to replenish what has been granted and anticipate future participant needs, each Premier class since 2014 has undertaken a Pay It Forward (PIF) campaign at the end of their class year. This gives future participants the chance to experience the diversity of contacts made, rich exposure and the opportunity to make a difference in the community. With that said, class members are asked to reflect on, ***"what has your year in Leadership Howard County meant to you?"***
- We remain mindful that many of us have been affected by Covid-19. Therefore, our 2020 goal is 100% **class participation** in the PIF campaign. Pledges can be financial, or giving of time and talent. Due to the pandemic, 2020 graduates have until December to make a pledge. For financial commitments, payment arrangements and multi-year giving options are available. The PIF Committee is exploring additional fundraising ideas.

We need your feedback and support!

- **Fundraising and giving opportunity ideas include:**
 - o Virtual fun/fundraiser – by CIP team or by class
 - o Volunteer to be a Leadership U (high school program) mentor
 - o Join a LP committee
 - o Volunteer at LHC events
 - o Recruit candidates for 2020/2021 class (and beyond)
 - o Identify and solicit organizational, community, and corporate sponsors
 - o Pay dues for 2020-21 and plan to attend all our membership events
 - o Sponsor a Student- Pay 25%, 50% or 100% of an incoming student's 2021 tuition of \$5800
 - o Gift a 2020 Themed Pledge: i.e. \$20.20, \$202.0 or \$2020

Class of 2020 By the Numbers

Age Ranges

Under 35: 4
36-49: 25
50-60: 18
61+: 2

Type of organizations represented

Consultant: 2
Contractor (fed, state, local): 2
Education: 5
Financial (bank, wealth mgmt.): 7
Faith-based: 2
Government: 4
Health: 4
Hospitality/small business: 5
Legal: 2
Nonprofit/foundation/association: 7
Other: 3
Real estate (commercial/residential/construction): 6
Retired: 1



Invest in Your LHC 2020 #PayItForward Pledge

Select as many as apply:

- ☐ \$20.20 per month = \$242.40 per year
- ☐ \$20.20 per year
- ☐ \$20.20 per year for 3 years = \$60.60
- ☐ \$202.0 per year
- ☐ \$202.0 per year for 3 years = \$606.00
- ☐ \$1000 divided over 1, 2 or 3 years (Please circle selection)
- ☐ \$_____ for 3 years = \$_____
- ☐ One-time donation of \$_____
- ☐ Sponsor a Student 25% 50% 100% of 2021 tuition (Please circle selection)
- ☐ My volunteer commitment is _____
- ☐ Corporate Sponsorship (Company Name / Amount) _____
- ☐ My company has a matching pledge program (Company Name / Amount) _____
- ☐ Fundraiser Coordinator
- ☐ Other _____



Name: _____

E-Mail: _____ Phone: _____

Leadership Howard County is a nonprofit 501(c) (3) and as such, pledge payments are tax deductible.

Please return investment commitments to your CIP representative or Stacie between June 9, 2020 and December 1, 2020. The total investment for the Class of 2020 will be announced in December.

Take Your Place! 