



Friendsgiving Brunch

NOVEMBER 20, 2026

HARVESTING OPPORTUNITY THROUGH EDUCATION



SPONSORSHIP BROCHURE



A NOTE FROM THE *Executive Director*

Dear Prospective Partner,

We invite you to join us in shaping what's possible.

Greater Steps Scholars is proud to present Friendsgiving: Harvesting Opportunity Through Education, our signature annual event designed to bring together leaders, partners, and champions committed to expanding access to education and opportunity across Charlotte. This experience is more than a gathering, it is a strategic investment in the future of students who have the potential to lead, succeed, and transform their communities.

The event will be held on Friday, November 20th at The Revelry North End, and includes a celebratory brunch, interactive engagements, special recognitions and powerful storytelling from scholars. The experience convenes corporate and community leaders who understand that investing in students strengthens our entire city.

This event will convene a powerful network of corporate and community leaders who understand that when we invest in students, we strengthen our entire city. Your support positions you at the forefront of that impact.

Enclosed, you will find partnership opportunities designed to align your brand with a mission that delivers measurable results and lasting change. We look forward to partnering with you to expand opportunity and invest in pathways towards generational change.



With sincere gratitude,

A handwritten signature in white ink that reads "Aisha Strothers".

Aisha Strothers
Executive Director



History

Greater Steps Scholars began in 1983 as the dream of John T. Crawford, Youth Services Director for CHA. It remains the oldest program of its kind and a national model, uniquely providing scholarships for students from Charlotte's public housing communities.

The idea was sparked when a public housing student needed just \$300 to complete his senior year of college. Crawford, who understood financial hardship firsthand, stepped in with a friend to cover the cost. The student returned, graduated, and that moment ignited Crawford's calling—to ensure more students would not be held back by financial barriers.

Recognizing that many talented students faced similar challenges, Crawford established a scholarship fund to provide ongoing support. With the help of advisors and the Charlotte community, \$64,990 was raised, and 16 students received scholarships in 1984. A partnership with the Greater Charlotte Foundation (now Foundation For The Carolinas) was established to manage the fund and continues today.

While housed at the Foundation for the Carolinas, Greater Steps Scholars is responsible for raising 100% of its program funding each year. Your support directly fuels career readiness, economic stability, and student success, further developing Charlotte's workforce.



Steps Lead You *Out.*
Greater Steps Lead You *Up.*

OVER
\$4.8
MILLION
IN SCHOLARSHIPS
AWARDED SINCE 1983

85+
UNIVERSITIES
COLLEGES
TRADE SCHOOLS
ATTENDED BY GREATER STEPS
SCHOLARS NATIONWIDE

OVER
40 
YEARS OF ADVANCING
EDUCATION OPPORTUNITIES FOR
YOUTH IN CHARLOTTE



Mission

Our mission is to ensure that young people living in public and subsidized housing not only have the opportunity, but the expectation of pursuing post-secondary education, supported by financial resources, mentorship, and a strong network.



2026 Partnership Benefits

Presenting “Visionary” Sponsor – \$50,000

- Recognition as presenting sponsor with category exclusivity
- Company representative to speak during event
- Logo in all event print & digital marketing: website, invitations, emails, program, and on-screen
- Minimum five (5) sponsor recognition posts on social media
- Opportunity to create a mission aligned webinar opportunity for Greater Steps Scholars families
- Reserved VIP seating for 8 guests

Future Sponsor – \$25,000

- Recognition as a Future Sponsor of event
- Logo in all event print & digital marketing: website, invitations, emails, program, and on-screen
- Minimum three (3) sponsor recognition posts on social media
- Opportunity to create a mission aligned webinar opportunity for Greater Steps Scholars families
- Reserved VIP seating for 8 guests

Opportunity Sponsor – \$10,000

- Recognition as an Opportunity Sponsor of event
- Logo in all event print & digital marketing: website, invitations, emails, program, and on-screen
- Minimum two (2) sponsor recognition posts on social media
- Reserved seating for 8 guests

Access Sponsor – \$5,000

- Recognition as an Access Sponsor of event
- Logo in select event marketing: website, invitations, emails, program, and on-screen
- Minimum one (1) sponsor recognition posts on social media
- Reserved seating for 8 guests

Impact Sponsor – \$2,500

- Recognition as an Impact Sponsor of event
- Logo in select event marketing: website, invitations, emails, program, and on-screen
- Reserved seating for 4 guests



Thank You to Our Partners

