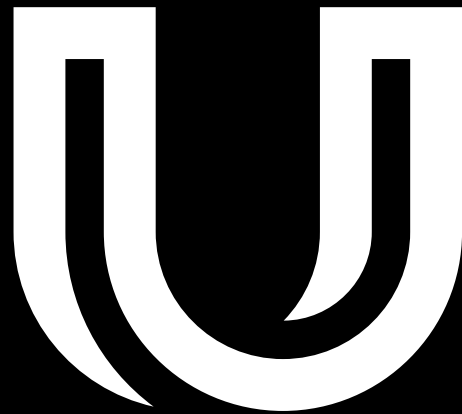


A SECOND U
FOUNDATION



CORPORATE SPONSORSHIP PACKAGE

WWW.ASECONDUFOUNDATION.ORG

DEAR CORPORATE REPRESENTATIVE,

Thank you for your interest in A Second U Foundation, and helping to further our mission to recruit, educate, certify, and secure employment for formerly incarcerated people as certified personal trainers and other fitness industry professionals.

I spent 10 years in federal prison. Returning home after incarceration presented me with a lack of access: to jobs, resources, networks, or job placement assistance. Yet, i worked to build a thriving career in personal training. My entire program is based exactly on how i became successful on my own. People are coming home affected by a broken system, a lack of access, and there is groundwork to be done. We have a strong team of industry professionals, who work to pave the way and make sure that people are not defined by their sentence, their charge, or their past, but are given the tools needed to be successful. We offer skills and opportunity, with a foundation of a strong community to support participants and graduates, while they create careers for themselves and rebuild their lives. We're proud to be a part of the process, and would like you to partner with us as we continue to grow.

On behalf of our team, and our network of partners, i'd like to thank you for your interest in partnering with us. This package is designed to assist you in determining the level of involvement that is right for your company. Please contact me directly if interested in partnering with us at Hector@asecondufoundation.org.

I look forward to meeting with you and sharing details of the benefit of sponsorship for your company and for the community we share.

YOURS SINCERELY,

HECTOR GUADALUPE
EXECUTIVE DIRECTOR

A SECOND U
FOUNDATION



WHO WE ARE & THE WORK BEING DONE

Four out of every ten people released from prison return in the first three years after release, and less than half secure job placement after coming home.

WE WORK EVERY DAY TO END THOSE STATISTICS IN NEW YORK CITY.

A Second U Foundation's mission is to recruit, educate, certify, and secure employment for formerly incarcerated men and women as certified personal trainers and other fitness industry professionals. Through opportunity, empowerment, community, and employment in the health and wellness industry, we seek to eliminate recidivism. We envision the elimination of recidivism in every major city nationwide through opportunity and employment in health and wellness.

We have an intensive ten-week educational program that has successfully led to the employment over 200 personal trainers, **and <2% of them reoffend.**

Our program works to give all the hands-on skills that a personal trainer needs, prepare participants to be nationally certified, all while coaching and modeling the soft skills necessary to be a successful salesperson. Many of our graduates have moved on to be industry leaders or have become successful entrepreneurs in other industries using the skills gained from our program, with some having transitioned into the fields of real estate or corporate wellness.

We train our graduates to not just have careers, but to be the top in their field, and provide community and networks, so that our participants feel supported every step of the way.

A SECOND U
FOUNDATION



THE VALUES THAT DRIVE US

A SECOND U
FOUNDATION



INTEGRITY

We operate from a place of integrity and transparency, which supports in building consistency, and strengthens commitment.

TEAMWORK

Working as a team is at our core. We create a culture of community and unity among ourselves and actualize the collective strength of team.

EMPOWERMENT

We empower through skills that lead to successful, long lasting careers.

TENACITY

We passionately put in the work to recruit, educate, and employ while working to eliminate recidivism.

RESULTS

We believe in productivity through the proper execution that demonstrates results.

NUMBERS
WE CAN BE
PROUD OF



AVERAGE LEVEL OF COMPLETED EDUCATION



93%

MAINTAINED CONSISTENT EMPLOYMENT
AFTER PARTICIPATING IN A SECOND U.

**NATIONAL AVERAGES OF
EMPLOYMENT AFTER PRISON**

43%

ANY EMPLOYMENT
SINCE RELEASE*

31%

CURRENTLY
EMPLOYED*



89%
CURRENTLY
EMPLOYED.

SPONSORSHIP OPPORTUNITIES

A SECOND U
FOUNDATION



SUPPORTER | ANY AMOUNT

- + All donations going to the certification, education, and recruitment of participants, as well as the day to day operational expenses of A Second U
- + Includes invitations to all Second U Community Events

FRESHMAN | \$1,100

- + Sponsorship covers one graduate's costs for completion of the program
- + Invitations to all Second U Quarterly events
- + Logo recognition at all events
- + Social media/digital integration

SOPHOMORE | \$2,500

- + Sponsorship covers \$1300 financial stipend and covers one graduate through the 10-week intensive program.
- + Social Media and Website Integration
- + One complimentary 1:1 or group virtual training session with a Second U graduate

JUNIOR | \$5,000 A QUARTER

- + Sponsorship covers costs for 5 participants' completion of the 10-week intensive program
- + Free admission for donor, family, and friends, to Second U Foundation's annual Gala
- + Donor's company or workplace will receive one virtual group training session
- + Donor will receive one virtual or in-person wellness evaluation and personal training session: **Biometric Screening | Nutritional Advice | 60-minute workout**

SENIOR | \$10,000-\$20,000

- + Sponsor an entire Cohort of A Second U (10-12 participants)
- + All proceeds go to:
 - Financial Stipend
 - Monthly Metrocard
 - Tablet
 - Interview Clothing
 - National Federation of Professional Trainers (NFPT) Certification
 - Nutrition Certification through Precision Nutrition
 - CPR certification through American Red Cross
- + Logo will be displayed at A Second U Foundation's annual Gala and website

CORPORATE OPPORTUNITIES

CORPORATE SPONSORSHIP \$10,000

- + Sponsor an entire class of Second U Grads (8-10 participants)
We have one cohort per quarter.
- + All donations will be used for the cohort's national certification, CPR certification, and training costs.
- + Includes free passes to all Second U Community Events
- + Logo will be displayed at Quarterly events

CORPORATE WELLNESS PARTNER \$5,000/QUARTER

- + Quarterly, our graduates will lead one group class per month for employees.
- + Each employee qualifies for a 60 minute one on one fitness evaluation/personal training session, which includes:
 - + Biometric Screening
 - + 60-minute workout

SPONSORSHIP OPPORTUNITIES

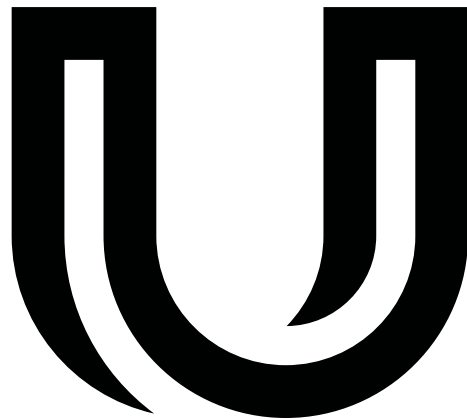
A SECOND U
FOUNDATION



TO PARTNER WITH US CONTACT

HECTOR M. GUADALUPE | EXECUTIVE DIRECTOR | HECTOR@ASECONDUFOUNDATION.ORG

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