AMERICA'S BIG SISTERS FOUNDATION

PARTNERSHIP OPPORTUNITIES



WWW.AMERICASBIGSISTERS.ORG

AMERICA'S BIG SISTERS FOUNDATION

Educate, Empower, Encourage, Expose, & Enlighten

Mission

America's Big Sisters is a 501(c)3 tax-deductible nonprofit organization dedicated to empowering, educating, encouraging, exposing, and enlightening young women worldwide. Through mentorship, leadership development, and community engagement, we provide the resources and sisterhood needed to help them build confidence, resilience, and purpose. We aim to equip every girl with the tools and support to rise above challenges, embrace her worth, and step boldly into her future.

Vision

To create a world where every young woman, regardless of her background, has the confidence, knowledge, and support to achieve her fullest potential. Through empowerment, education, encouragement, exposure, and enlightenment, we envision a future where girls rise as leaders, break barriers, and inspire generations to come.

OUR PARTNERS





































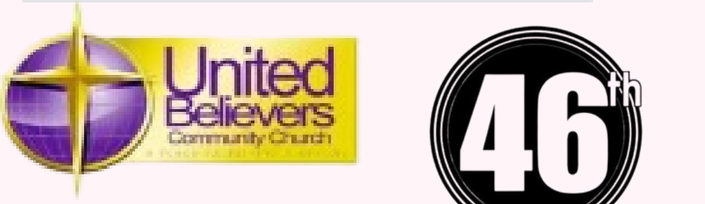






































ABOUT THE FOUNDER



DR. TRAGIL WADE-JOHNSON

Dr. Tragil Wade-Johnson(h.c), (featured on CBS Evening News with Norah O'Donnell as the modern-day mother) is an entrepreneur, philanthropist, inspirational speaker, life coach, and author with a passion to improve the quality of life through Educating, Empowering, Encouraging, Exposing, and Enlightening as many people as possible.

Dr. Tragil is known for being a caregiver and big sister to her famous brother, Dwyane Wade (retired NBA player). Their family story from tragedy to triumph sparked her desire to provoke change. In her words, "helping the little Dwyane and Tragil," which inspired her to start America's Big Sisters Foundation in 2017 where she desires to change the narrative of youth that have similar challenges. Tragil continues to pursue her mission of impacting lives by sharing her story with the world.

Dr. Tragil Wade-Johnson is a leader in the non-profit sector for over a decade.

- **11 years as Executive Director of Wade's World Foundation. Responsible for Human Resource management, oversee Grant writing & Research, Fundraising events, Board Development, Community Engagement, Fiscal Management, Client solution and support, volunteer management, programming, strategic planning and marketing. Received many awards during my tenure, most proud of NBA assist.**
- **AWARD 8 times. Raised over $3.4 million in the 1st 5 years.**
- **Partnerships with major International Brands (NBA, James Patterson, T-Mobile, Goldfish, Make-A-Wish) & Local Brands.**
- **8 Years as CEO & Founder of 501©3, America's Big Sisters Foundation. The mission is to empower, encourage, educate, expose, and +enlighten women and girls to become independent, self-sufficient, goal-oriented, and positive individual (check out americasbigsisters.org for more info).**
- **Received GIA Honorary Doctorate in Humanitarianism for exemplary contributions to society by way of community service, advocacy, and philanthropic work in 2021.**
- **Highest honor Joe Biden Lifetime Achievement Award in 2021**

Dr. Tragil received her Bachelor's Degree in Elementary Education with a Minor in Psychology at Chicago State University and her Honorary Doctorate in Humanitarianism from The Global International Alliance Advocate University



WHO WE ARE

America’s Big Sisters Foundation launched July 2017, with the Empowerment Summit in Chicago. Since 2022, "We've Changed the World of over 9,000 young girls and women” on our Journey Across America’s 50 States with the All Girls Matter Empowerment Conference.

Our programs emphasize the critical importance of empowering and inspiring teen girls by creating safe, supportive spaces where they can build confidence and resilience.



57% of high school girls reported experiencing “persistent feelings of sadness or hopelessness in the past year,” up from 36% in 2011



30% of teen girls seriously considered attempting suicide in 2021—a nearly 60% increase over the past decade



Girls without home support are at higher risk for depression, academic decline, and self-doubt



Underserved girls are more likely to face barriers related to poverty, trauma, and under-resourced schools

OUR CORE PROGRAMS - THE SOLUTION

I MATTER INITIATIVE

The I Matter initiative was created to continue the conversations on mental health, self esteem and all things concerning the state of the girl and women. The initiative takes a holistic approach as we aim to have whole and healed young ladies in today's society.

GOAL GIRLS

The G.O.A.L Girls (Girls On Another Level) is a program dedicated to help girls who struggle with abandonment, self-esteem and lack of trust 8th-12th grade in under-served communities.

The G.O.A.L Girls Group (G3) is a special group to support motherless teen girls through a continuum of services that include mentorsip, counseling, support groups, education, and other resources, to help them develop into self-confident, self sufficient and goal-oriented leaders. The program was inspired by the Bible Story of Ruth and Naomi."

ALL GIRLS MATTER EMPOWERMENT

The All Girls Matter Empowerment Conference is a free, full-day event designed to inspire and equip girls ages 9 to 18 with valuable skills and knowledge. This dynamic experience features expert-led workshops, engaging career panel discussions, and a variety of interactive sessions.

Attendees can also enjoy access to community resources, live entertainment, fun activities, exciting raffles, and amazing giveaways—all while enjoying free food, snacks, and drinks.

Our mission is to bring this transformative conference to communities across the country, empowering young girls everywhere to dream big and achieve more!

ALL GIRLS MATTER Journey Across America Chapter Ambassadors

Key Benefits:

- **Informative Workshops:** Access exclusive workshops on leadership development and empowerment conference organization.
- **Networking Opportunities:** Connect with like-minded individuals through virtual and in-person events, empowering each other on the journey to empowerment conference success.
- **Philanthropic Insights:** Gain valuable insights into the world of philanthropy, with resources tailored to the unique experiences and perspectives of Non-Profit organization program initiatives.



CURRENTLY 15 STATE CHAPTER AMBASSADORS SERVICING OVER 10,000 GIRLS AND WOMEN

PROFESSIONAL MEMBERS IN VARIOUS INDUSTRIES - EDUCATORS, PHILANTRHOPIST, ENTREPRENEURS, & MORE

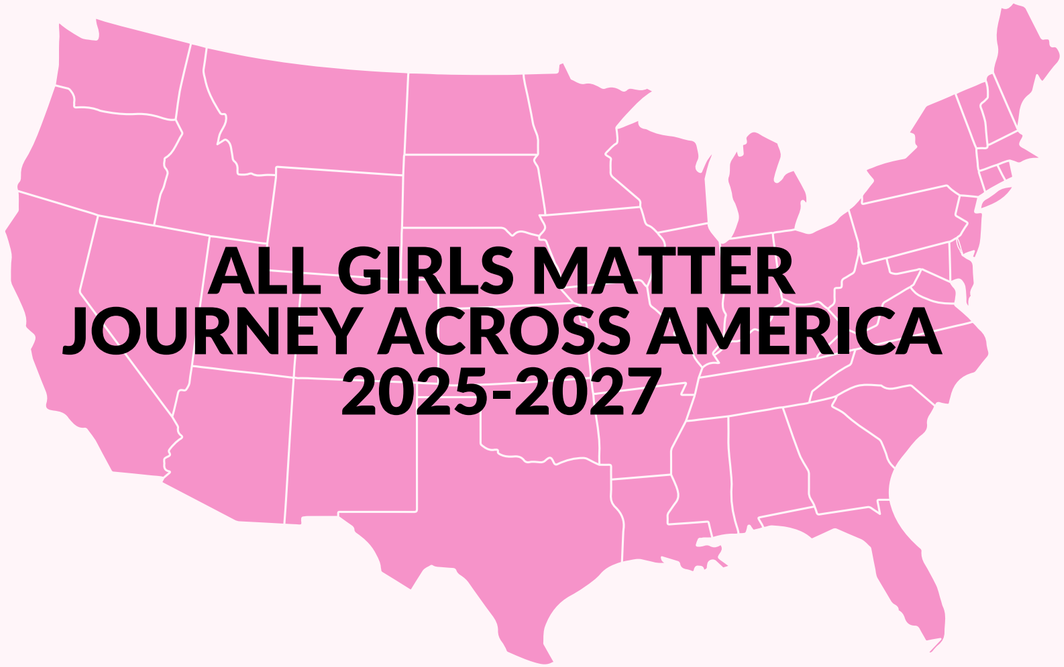


ALL GIRLS MATTER JOURNEY ACROSS AMERICA CHAPTERS

ESTABLISHED 2022-2024

The All Girls Matter Empowerment Conference is a free, full-day event designed to inspire and equip girls ages 9 to 18 with valuable skills and knowledge. This dynamic experience features **expert-led workshops, and engaging panel discussions, with a focus on mental health and career development.** Our mission is to bring this transformative conference to communities across the country, empowering young girls everywhere to dream big and achieve more!

- Alabama - Alabama State University
- Arizona - Phoenix College
- Florida - SLAM Miami
- Illinois - Governors State University, University of Illinois Chicago, Robert Morris College
- Indiana - Arsenal Tech High School
- Michigan - University of Detroit
- MIssissippi - Jackson State University
- Missouri - Univeristy of MIssouri Kansas City
- Nebraska - St. Mary University
- New York - St. John University
- South Carolina - South Carolina Univeristy
- Texas
- Utah - Salt Lake Community College
- Virginia - Norfolk State University



2025

- Milwaukee, WI
- Iowa City, IA
- Portland, OR
- Boise, ID
- Las Vegas, NV
- Seattle, WA
- Raleigh, NC
- Trenton, NJ
- Celveland, OH
- Tulsa, OK
- Kansas City, KS
- Memphis, TN
- New Orleans, LA
- Maryland

JOURNEY GOALS

2026-2027

- Georgia
- West Virginia
- California
- Alaska
- Arkansas
- Colorado
- Connecticut
- Delaware
- South Dakota
- Wyoming
- Vermont
- Hawaii
- Kentucky
- Maine
- Massachusetts
- Minnesota
- Montana
- New Hampshire
- New Mexico
- North Dakota
- Pennsylvania
- Rhode Island

By 2027, chapters will be established in all 50 states

THE EXPERIENCE
IN THEIR OWN WORDS

As the Guardian of my now 18 year old niece, I find myself looking forward to the All Girls Matter Conference. It's always life-changing not just for the girls but for myself. It is amazing to witness this foundation be so intentional on providing much needed resources to our young girls. From the moment I stepped into the venue, I could feel an overwhelming sense of empowerment and support. Their stories of triumph, resilience, and determination left a lasting impression on the girls. I have seen some of the girls eyes "light up" in awe. It is an experience that will leave you feeling empowered, motivated, and ready to conquer the world.

Donice B .

This was my third year attending this annual conference, and as always it was informational and motivational. I honestly can say attending the conference can uplift a spirit and encourage you at a young age to become better and shoot higher than what you had planned. You will always leave the conference with a statement or a spiritual word that you will carry within you.

Johnnika B.

I sit here thinking to myself how greatful I am to have attended the All Girls Matter Conference that understands the needs of young ladies. It increases their knowledge of self awareness and teaches them that they have a purpose on this earth. An obligation to themselves to break any strongholds or obstacles that they might face. The guest speakers often have testimonies similar to the girls, showing them they are special and unique. This conference is phenomenal in highlighting self-awareness and the importance of knowing who they are and that they are never alone.

Diann A.

America’s Big Sisters

HEADING INTO 2025

PARTNERSHIP OPPORTUNITIES



2025 FUNDRAISING OVERVIEW

America’s Big Sisters invites you to join us for our spring fundraising initiative. The Champions for Youth Awards Luncheon is more than just a gathering—it’s a powerful recognition of women & men who dedicate their time, energy, and hearts to uplifting young lives.
Our theme, "We See You, As You See Them" is a tribute to the mentors, educators, advocates, ministers, and changemakers who ensure every young person feels seen, valued, and empowered to reach their full potential. This prestigious event recognizes individuals committed to uplifting and empowering young people. By sponsoring this event, you will play a key role in supporting youth initiatives and gaining visibility among community leaders, influencers, and change-makers. All proceeds of this event help sponsor a girl to attend the All Girls Matter Empowerment Conference - Journey Across America 2025.

What to Expect:

- Inspiring Award Ceremony: Honoring game-changers in youth development
- Powerful Stories & Tributes: Hear firsthand how these champions make an impact
- Live Entertainment & Special Guests: A day filled with joy & celebration
- Elegant Luncheon & Networking: Connect with like-minded leaders & visionaries

Champions for Youth Fundraising Initiative







<u>May 2025 Chicago/July 2025 Houston</u>

Our phenomenal fundrasing awards events put your brand at center stage. It provides financial resources for our Journey Across America All Girls Matter Empowerment Conferences and our Goals Girls - Motherless girls initiative.

<u>Audience</u>

300+ entrepreneurs, small business owners, community activist, educators, ministers, and coaches

<u>Value:</u>

Aligning with hyper-engaged, highly influential youth community engagement activist

Sponsorships starting at: $10,000

2025 FUNDRAISING SPONSORSHIPS

PRESENTED BY:

YOUR COMPANY NAME

INVESTMENT LEVELS

1 PRESENTING SPONSOR
$10,000

- Recognition as the Presenting Sponsor on all event materials and promotions
- Premium logo placement on step-and-repeat banner, and marketing collateral
- Speaking opportunity during the luncheon
- VIP table for 10 guests with premium seating
- Social media and press release recognition

2 GOLD SPONSOR
$5,000

- Logo placement on step-and-repeat banner, and marketing collateral
- Reserved VIP table for 10 guests
- Social media and press release recognition
- Acknowledgment during the event

3 SILVER SPONSOR
$2,500

- Reserved seating for 10 guests
- Social media recognition
- Acknowledgment during the event

4 TABLE SPONSOR
$1,000

- Reserved seating for 10 guests
- Acknowledgment during the event
- Table with business name/logo

***In-kind donations are always welcome and greatly appreciated. Recognition at the event for all in-kind donors.**

All Girls Matter Conference

2025 JOURNEY ACROSS AMERICA

PARTNERSHIP OPPORTUNITIES

AMERICA'S BIG SISTERS



ALL GIRLS MATTER CONFERENCE OVERVIEW

The All Girls Matter Empowerment Conference is a free, full-day event thoughtfully designed to foster a safe, inclusive, and inspiring environment for girls ages 9 to 18. The conference brings together like-minded peers for a dynamic experience that promotes personal growth, confidence, and empowerment. Attendees will participate in expert-led workshops, engaging career panel discussions, and a variety of interactive sessions aimed at building essential life and leadership skills. In addition to gaining access to valuable community resources, participants will enjoy live entertainment, fun activities, exciting raffles, and exclusive giveaways—all complemented by complimentary meals, snacks, and beverages.

Conference Highlights:

- Building Confidence: Fostering self-esteem, assertiveness, and resilience in young girls.
- Breaking Barriers: Overcoming societal and gender-based challenges to achieve success.
- Inspiring Leadership: Encouraging leadership skills and qualities among girls.
- Health and Wellness: Addressing physical and mental health disparities and promoting well-being.

PRESENTER PROFILE

Presenters at the All Girls Matter Empowerment Conference are dynamic women from diverse backgrounds, united by a shared passion for youth empowerment.
They bring a wealth of knowledge and experience in financial literacy, emotional wellness, career development, self-care, and resilience.
Our audience includes:
Aspiring professionals, educators, entrepreneurs, philanthropist, mental health specialist, and political advocates—each committed to growth, impact, and empowerment.

BUSINESS OWNERS



PHILANTHROPIST



EDUCATORS



JOURNEY ACROSS AMERICA
BENEFITS OF PARTNERSHIP



- Present your organization with a unique opportunity to make a meaningful impact and align your brand with a powerful social cause.
- Showcase your commitment to empowering girls and promoting gender equality.
- Increase brand visibility through extensive marketing and media exposure.
- Reach a targeted audience of parents, educators, community leaders, and young girls.
- Visibility for your diversity-focused initiatives and community engagement opportunities
- Shape how your brand is perceived by Diverse talent and consumers
- Promote your opportunities, resources, and services

All Girls Matter Conference

PRESENTED BY:

YOUR COMPANY NAME

INVESTMENT LEVELS

1

DIAMOND SPONSOR - CONFERENCE 200 + GIRLS

$10,000

- Event presented by your organization
- Social media mentions
- Company logo on promotional materials
- Option to do welcome at conference
- Option to do a workshop presenter or panelist at conference
- Option to include branded item in swag bag
- Logo on website & presented at conference
- Recognition at the conference

2

PLATINUM SPONSOR - UNDER 100 GIRLS

$5,000

- Social media mentions
- Company logo on promotional materials
- Option to do a workshop presenter or panelist at conference
- Option to include branded item in swag bag
- Logo presented at conference
- Recognition at the conference

***In-kind donations are always welcome and greatly appreciated.**
Recognition at the event for all in-kind donors.

3

GOLD SPONSOR - MEALS

$2,500

- Logo presented at conference
- Social media recognition
- Acknowledgment during the event

4

SILVER SPONSOR - WORKSHOP

$1,100

- Recognition at the conference..
- Dedicated signage for the sponsored workshop.
- Opportunity to have employee present workshop
- Opportunity to place materials & giveaways in swag bag

5

BRONZE SPONSOR - SWAG BAG SPONSOR

$500

- Recognition at the conference
- Name on swag bag
- Option to put item in swag bag

WORKSHOP SUPPORTHER $1,100

Host an "All Girls Matter" Empowerment Workshop designed for teen girls ages 12–18.
Inspire and uplift participants through interactive discussions focused on Emotional Well-being, Career Exploration, or Building Resilience.

SUPPORTING EVIDENCE

50%
Participants showed a 50% rise in understanding diverse career paths post workshops and presentations

85%
85% of girls expressed after leaving the meeting they felt seen and understood

90%
Over 90% of participants rated the All Girls Matter Journey across America highly beneficial.

PARTNER BENEFITS

- Recognition as a Workshop Sponsor on dedicated digital and social medialeading up to event
- Recognition at the conference..
- Dedicated signage for the sponsored workshop.
- Opportunity to have employee present workshop
- Opportunity to place materials & giveaways in swag bag

COLLABERATIVE PARTNERSHIP OPPORTUNITIES

01

CHAPTER CHAMPION

- Provide local financial advisors & resources to support chapter growth and ongoing community engagement

02

AGM CONFERENCE PARTNER

- Panelists/ Speaker at Conference
- 2025 Journey destinatiions

Boise, ID
Milwaukee, WI
Portland, OR
Seattle, WA
Las Vegas, NV
Iowa City, IA
New Orleans, LA
Tulsa, OK
Kansas City, KS
Raleigh, NC
Trenton, NJ
Maryland
Memphis, TN
Cleveland, OH

03

CHAPTER AMBASSADOR

- Must be assigned to empower Girls
- Must have a networking community and resources to support the movement
- Must have committed time
- Must be coach-able


the JAM
DWYANE WADE'S SISTER GIVING BACK
TRAGIL WADE TALKS EMPOWERMENT SUMMIT ON JULY 19


sheen
MAGAZINE
TRAGIL WADE-JOHNSON'S
FOUNDATION
AMERICA'S BIG SISTERS
GIVES HOPE TO
MOTHERLESS GIRLS


FOX 32
CHICAGO


WGN
CHICAGO


WPWX
POWER 92
92.3 FM
#1 IN THE STREETS


KCTV
5


CBS
EVENING
NEWS
WITH NORAH
O'DONNELL
SHE LAUNCHED A
FOUNDATION
CBS EVENING NEWS
WITH NORAH O'DONNELL

MEDIA REACH

ALL GIRLS MATTER CONFERENCE HIGHLIGHT REEL



Thank You!

Next Steps: Consider your partnership option *(or create something custom)* and schedule a call with our team.

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