



October 28, 2013

Dear potential supporter,

Empower American Children is a Dallas-based non-profit organization that breaks down the barriers that prevent high-achieving, low-income students from reaching their full potential in advanced academic programs and top-ranked university programs.

Join Us November 8, 2013 for the first Conversations with a Champion featuring 5 time Super Bowl Champion and former Dallas Cowboy Charles Haley. Charles will speak candidly about overcoming obstacles and maximizing opportunities to achieve true NFL greatness. This event will be held at Union Station in the heart of Downtown Dallas. Sponsorships, Tables, Tickets are available, volunteers are needed and donations are being requested.

Empower American Children has been asked by Townview Magnet Center in the Dallas Independent School District (DISD) to work from within their school to assist their students for 2013-2014 school-year and we have accepted the challenge. This is a great honor and a huge responsibility.

The Yvonne A. Ewell Townview Magnet Center is a single building complex of six semi-independent magnet high schools in East Oak Cliff, Dallas, Texas. Townview has been recognized by Newsweek, US News & World Report and many other sources as some of the best High Schools in America. In 2011, The Science and Engineering Magnet was named the #1 school in the United States.

Townview Magnet Center's campus encompass academic disciplines for science & engineering, government, law & law enforcement; business & management; education & social services; health professions and talented & gifted. Empower American Children will office full time inside the Townview campus and work with 10% of the students from each school (approximately 270 students total) as identified by the school leaders and counselors. Empower

Empower American Children see's two primary issues which hold back high-achieving students – many of whom live in low-income homes – from reaching success.

1. **High drop-out rates.** Despite their academic preparation, high-achieving, low-income students often fail to complete high-level school programs and return to their low- or under-performing home schools. Their path to success can often be blocked by their own insecurities in unfamiliar academic or social environments.
2. **Limited advancement to top universities.** Low-income students have a lower advancement rate to high-performing colleges and universities compared to their academic peers – often selecting

community colleges instead. This may relate to low self-motivation and view for future opportunities and a lack of resource availability.

A study published July 2013 by the Georgetown University Center on Education and the Workforce reported that African-American and Latino students are underrepresented at the nation's 465 "most well-funded, selective four-year colleges and universities." They're also *overrepresented* at 3,250 open-access two-year colleges.

Empower American Children has teamed with Townview Magnet because we both realize that we need to take responsibility for bridging the gap between high achieving students who have resources and support and those who don't. Empower American Children fills the need as a community partner to serve as mentors and to teach life skills programs which support the success of high-achieving, low-income students who have qualified for rigorous academic programs and have the potential to succeed in college and in life.

### **What we are doing about it**

The mission of Empower American Children is to provide youth with a college-ready mindset and the resources to make their imaginations soar – and the knowledge to use those resources effectively. Our programs expand a student's social exposure and promote lifelong learning. We believe students are empowered to learn when they discover their unique talents, potential and ability to contribute. We believe in equipping middle and high school students with life principles to improve graduation rates and better prepare students for success in college and beyond.

Empower American Children was founded in 2009 by Candace Henry in Dallas and has measurable success in four Dallas upper-level schools since then. Candace is passionate about creating opportunities for kids to learn and create, especially those who live in challenging circumstances.

Our programs are facilitated at middle and high schools during free periods of the school day. One of our primary programs is the DreamBuilders Workshops. Dreambuilders was developed by Candace Henry to provide real-world experience to prepare students for higher education and their unique career paths, while broadening their view of available opportunities. Dreambuilders facilitates students to be able to develop skills for critical thinking, goal setting and display leadership in action. DreamBuilders is offered in a workshop format in 6- or 12-week sessions and supplemented with guest speakers, field trips and off-site teambuilding days. Without funding for these critical elements Empower American Children's impact will be greatly reduced.

### **What we need from you**

We need financial and volunteer support. This is why we have enlisted Charles Haley as our spokesman and our first speaker at Conversations with a Champion on November 8<sup>th</sup>. The cost to facilitate the DreamBuilders Workshops within Townview schools costs a competitive \$500 per student per school year. Empower American Children is taking responsibility for \$250 or half of this cost as the DISD is offering supplies and office space in lieu of funding. They are doing so because the need is strong and the time to act is now. We are seeking financial support to match this amount and fund the remaining \$250 per student and ensure that all 270 students identified for the program are able to participate.

Townview Magnet Center has many students come from low-income households and many of them face different pressures than their counterparts at other DISD schools. Our drop-out rate among this set of students is low in comparison to other students in DISD, but the pressure of advancement to high-performing colleges and universities is higher and the workload is greater at Townview and many children break under the pressure. Third-party organizations, mentors and programs help students reach their goals of success, assist them overcome obstacles, and provide the additional guidance they need to maximize every opportunity to achieve.

Empower American Children is asking for your financial support today to help us better serve the children on the campus of Townview Magnet Center and to allow for the program to include all elements including on campus and off site. Please join us as our partner as we seek to serve the students of Townview Magnet Center during the 2013-2014 school year. Empower American Children is a Nonprofit organization classified as a 501(c) 3 public charity and all cash contributions and in-kind donations are tax deductible.

Both the leadership at the DISD and the leadership inside Townview Magnet Center have asked for our help, Empower American Children has accepted the challenge. There was a need identified and Empower American Children has stepped up to take on this great task. We know can do the job but we will need your assistance to do it completely. Please assist us in taking Empower American Children and the Dreambuilders program to the next level at Townview Magnet Center.

You can sponsor the entire program or sponsor one child, you can sponsor a trip or you can provide transportation, we are even open to suggestions. Today is the day for our organization to get the funding we need for the school year, please contribute.

Thanks in advance for your support.

With sincere gratitude,

*Billy MacLeod*

William F. MacLeod  
Director of Communications  
*Chairman, Fundraising Committee*  
*Empower American Children*