



An initiative of the Duluth Superior
Area Community Foundation

CRITERIA FOR OPPORTUNITY RISING PARTNER

We need your leadership.

What if every child in Duluth and Superior had the opportunity to succeed?

More than 4,200 kids in the Twin Ports experience poverty every day, and that fact leads to another: there is a gap between their opportunity for success and that of the rest of our kids.

Duluth and Superior have significantly more of our youth living in poverty than the national average and more than the average of each of our states.

We believe that gap needs to be closed for the benefit of this community's future well-being and the well-being of all our kids. The loss of resources, innovation and human potential is preventable. We are working with organizations and individuals in Duluth and Superior to raise awareness and direct them to the volunteer needs that will help kids get the resources they need to be at par with their peers. Reading, mentoring, skills, transportation, involvement, new ideas you bring forth. We need it all.

Opportunity Rising came from the acknowledgement of the opportunity gap and our conviction that it doesn't have to be this way.

We invite Minnesota Power to become an Opportunity Rising Partner to ensure we close this senseless gap in how our kids start out in life. You are a leader in our city and your involvement will do much to set the bar on other involvement—therefore greater success in closing this senseless gap in opportunity for all our kids.

Please read the enclosed criteria for becoming an Opportunity Rising Partner, visit our website at opportunityrising.org for more information, watch our video and let us know if you're willing to join us.

We need an army.

AS AN OPPORTUNITY RISING PARTNER

You believe that the opportunity gap for kids in the Twin Ports needs to be narrowed to give every one of our kids a chance to live up to their potential.

- You promise to do what you can (read Promise) in writing.
- You commit your organization to taking on a long-term project to help narrow the gap and allow time for employees to participate.
- You will assign an internal liaison to coordinate activities and maintain momentum.
- You will arrange a time for the Opportunity Rising presentation to be made to your staff.
- You display your partnership on your website to demonstrate your commitment and encourage others to follow.

WE WILL PROVIDE

- A plaque with promise and your signature for display in your organization.
- Window clings, promise cards and posters.
- Opportunity Rising Partner graphics for use on your website or other materials.
- A presentation to your staff.
- Listing and thanks on opportunityrising.org website.
- Listing and thanks on the Duluth Superior Community Foundation's website and in our annual report.
- News release announcing you as our partner and your involvement.
- Social media posting announcing you as our partner and your involvement.

BENEFITS OF BEING AN OPPORTUNITY RISING PARTNER

Further demonstration and recognition of your leadership to your customers/consumers and peers in the business community.

- Serve as a role model for other businesses not yet involved.
- Employee engagement, retention and recruitment. They value companies involved in causes that matter.
- Investment in future resources that will help the Twin Ports thrive.
- An opportunity to take a stand and be a part of an effort that will change Duluth and Superior for the better for generations to come.