Who is Take Our Daughters And Sons to Work® Foundation?

The Take Our Daughters And Sons To Work Foundation, a 501 (C)(3) non-profit agency established to build diversity in the workplace, raise public awareness of children’s issues and provide adults with pro-active strategies to help girls and boys remain resilient, especially in the world of work. Through its leadership, expertise and collaborations, the Take Our Daughters And Sons To Work Foundation advocates for changes in social policy and public awareness on behalf of youth. Since 1993, on the fourth Thursday in April, more than 40 million youth and adults in over 4 million workplaces around the world have participated in the Take Our Daughters And Sons To Work program.

We are requesting sponsorship to provide the educator training materials, activity guides, website management and publicity needed to offer children around the globe an experience that emphasizes the value of their education, helps them discover the power and possibilities associated with a balanced work and family life, and provides them an opportunity to share how they envision the future among peers.

Investing in the Future of Our Children

The Take Our Daughters And Sons To Work programs help youth maintain a positive and healthy self-image, helps them raise their future aspiration and helps them overcome societal barriers in order to reach their full potential. Through our program, we are able to connect children to employers for a real world work experience–outreach also includes historically disenfranchised students such as foster children, youth at high-risk of dropping out of school or youth who may not have a parent or guardian whose job will allow them to bring children to work. Our program is inclusive. It has always been intended as a springboard for creating a dialogue in communities and workplaces that will redefine the value system which govern life in the workplace.
**Sponsorship Levels & Benefits**

**Lead Sponsor Opportunities:** Media, Education, STEM (Science, Technology, Engineering, Mathematics), Snack, Beverage, Breakfast, Lunch and Dinner

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<tr>
<th>FUNDER BENEFITS LEVEL</th>
<th>friends benefits level</th>
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Sponsorship
Stretch Your Marketing Dollars

**Brand Visibility**

*More than 40 Million* Children, parents, grand-parents participate.

*Over 4 Million* Large, Medium to Small Businesses/Organization, Schools participate.

**Community Goodwill**

Strengthening your business image can be one of the most positive valuable benefits to a Sponsorship.

**Inexpensive Marketing Opportunity**

Spend $5000 reach *40,000 people* less than 1/2 cents per person.

**Social Media World**

Linking your business to a worthy cause can draw lasting support, media attention and reach a wider demographics.

---

**Website Users:**

- 56.90% Female
- 43.10% Male

**Age:**

- 25-34 - 26.45%
- 35-44 - 24.19%
- 45-54 - 19.68%
- 55-64 - 11.94%
- 18-24 - 7.10%
We are lucky to live in Alexandria, a city that comes together each year to foster learning and excitement around careers, what students can potentially become, and what to do to get there. If your business is interested in becoming a host to T.C. Williams students in this exciting and rewarding effort on April 25, please email Jacinta Greene at greenejacinta@gmail.com.

Jacinta Greene is a Commissioner with the Alexandria Commission for Women, Event Planner for the Alexandria Take Our Daughters and Sons to Work Day Program and a board member on the Alexandria City School Board.
Kids, Parents, Grandparents Enjoy Day at Cal U

The campus community celebrated Take Your Daughters and Sons to Work Day on April 25.

"I like Cal U, and I think the people are nice."

Take Your Daughters and Sons to Work Day had just begun on April 25, but it was already a good one for U of the Psychology Department.

Dr. , a senior director for Development and Alumni Relations, was on campus with her son, who was working at the University's new computer game activity.

"It's a very nice day, and the kids are glad to be here," she said. "They have fun, they want to be here."

Grandparents participated for the first time, as grandparent and her son brought their son's classmates to the event.

"They came this year because they wanted to come for a couple of years now, when they found out granchild's birthday was close the year they both visited. "It's fun," she said. "My son, a management technician in the U of the Psychology Department, is interested in the event with support from the Office of the President."

Brackenridge invited nearly 100 student volunteers as well as many faculty, staff, and coaches who helped with the event. Before lunch, all the kids were able to give a photo with Cal U's coaches, student-athletes, cheerleaders, and Cal U mascot."I'm pleased," she said. "The event could not be without the volunteers and especially their community group, which is truly a campus-wide event.""

Volunteer , a junior psychology major who helped with registration, enjoyed hearing Cal U student's stories explaining what they do or campus and activities.

"It's great to see what the kids are doing," Brackenridge said. "I think the kids were great, and we'll definitely do this again next year if I get schedule permits."

How To Plan A Great Take Your Children to Work Day

By DAVID ALMEIDA, MARCH 27, 2017

Krones celebrated its 10th annual Take Your Child To Work Day event last year, a week before the official national day. This year's Take Your Daughters and Sons To Work Day is April 27, and again we're celebrating nine days before – which will become more relevant in a moment.

Over the past decade we've seen an increase in the number of children and parents who want to participate in the national event, which encourages employers to allow employees to bring their children to work. In 2016, we hosted more than 50 children at our global headquarters in Chambersburg, Mass., while also running concurrent events in our Indian, California, and Canadian offices. Our 2017 theme revolves around aviation and STEM: "Take Flight: Imagination Soars at Take Your Child To Work Day."

We've never had a single complaint from a parent or teacher for taking children out of school because we create a day filled with learning and interactive activities. Here are some things we've learned over the years that should help you plan a successful day:

Make it an event, and have a theme: The Take Your Daughters and Sons To Work Day event should not be an excuse to have kids hang around and watch their parents fill out JERK reports. That's a distraction for the parent and torture for the child (unless, of course, the parent is a rocket scientist, video game tester, or zoologist). So, step one is to organize a day filled with different events that match your overall theme to keep the kids engaged, inspired, and interested. Feeding them is a good idea, too.

Don't obsess over the official national day or your theme: The Take Your Daughters and Sons To Work Day event is a great way to introduce your children to the world of work and help them develop a sense of purpose. This scenario applies if you observe a few things. First, choose a day that works best for the majority of your employees, avoiding April's school vacation weeks in Mass. and New Hampshire. We then use the official theme and the organization's recommendations as loose guidelines to create meaningful experiences for the kids that align with our business, mirror our corporate culture, and are flexible for our people.
Ida Siegal

INSPIRATION

How many people can trace the origin of their career path to a single day in childhood?

I can.

My name is Ida Siegal and I'm a television news reporter for WNBC-TV in New York City. I was sixteen years old when I decided this was what I wanted to. I remember the pivotal day that changed my life vividly.

As a High School Sophomore, I was chosen to participate in the first ever Take Our Daughters To Work program. A group of us got to visit the ABC newsroom and meet the famed Peter Jennings, who was the lead anchor and manager editor at the time. I remember seeing first-hand exactly what happened all day, behind the scenes, that resulted in a 30-minute news program getting broadcast that very evening.

But most of all, I remember being in complete awe of Peter Jennings. He had traveled all over the world, had a unique perspective on varied social issues and was charming and funny to boot! I decided he was the smartest person I’d ever met, and I wanted to be just like him. It was quite literally a life changing experience and a direct result of the Take Our Daughters and Sons to Work program. This is a program that can’t be replicated in the classroom. It is a unique opportunity to change a child’s entire perspective and thereby, change their lives.

https://www.youtube.com/watch?v=rsCHvSv3_7k
See what people and companies are saying and on YouTube?

This year’s theme is “Shaping the Future.” Well, that’s a perfect theme because the future is what everyone in this room and on this entire campus is about. You, me, all of us—shape the future. At NIST, we are involved in many types of research that shape our country’s future—making it stronger, more prosperous, and a better place in which to live.

And you are this country’s future. And from what I see in front of me—curiosity, enthusiasm, and an alive, dynamic let’s-get-going attitude—that future is in great hands. —Dr. William Jeffrey, Director, National Institute of Standards and Technology

University of California — The day was a smashing success, judging from the kudos that came in from parents. Wrote Lifang Chiang, of the Office of Research and Graduate Studies: “The events were of very high quality and... the kids and volunteer staff all seemed very engaged. Great collective spirit!”

Parent Lee Ann Beckley, of the Research Grants Program Office. “I was beyond impressed with the amount of caring and passion that was so clearly evident throughout, from the organization of volunteers and logistics and engaging activities... the carefully prepared presentations and instruction, the photo-op with Janet Napolitano, the “downtime” cartoon during the afternoon break, the food that was healthy, yet with some indulgent items mixed in, the wonderful senior executive speaker, [Rachel Nava] (who clearly has a knack with kids), to sum everything up at the end of the day, and, finally winding up by sending everyone off with certificates and backpacks with little surprises tucked inside.”

Sarasota County Schools recognizes the importance of this national celebration. We want our students to be excited about their futures and this initiative enables them to get a behind-the-scenes look at potential workplaces and careers of interest to them. We encourage participating parents/guardians, businesses and organizations to make this a memorable experience for their visiting student(s).

April 26, 2017 - Take Your Daughters and Sons to Work Day, the fourth Thursday in April in the U.S., began as a way to help kids see the purpose of their education and foster career aspirations. It’s also a great way to engage your employees and allow them to share what they do 40 hours a week (or more) with their kids or an important kid in their lives. —Glassdoor Team

The Lakeland campus family grew a little bit as faculty and staff members participated in “Take Our Daughters and Sons to Work Day.” The young professionals (dressed to impress, might we add) not only got to experience what their parents actually do every day, but were also shown the value of an education. Empowerment starts at a young age, and these boys and girls are well on their way to being tomorrow’s leaders. —Keiser University - May 1, 2017

The goal of the day is to show children how their education in elementary and high school applies to the real world and the workplace.

As parents, our number one job is to raise children to become self-sufficient adults who contribute to society in a helpful way. This is just one small step in achieving that parenting goal. The Take Our Daughters and Sons to Work Foundation can help you plan a successful and meaningful “work” day for your children and for your company. There are resources for parents, teachers, and companies to implement and use. And it’s free! The foundation has entire tool kits with age appropriate activities, simulations, and experiences for girls and boys to encounter and solve during their work day. From balancing budgets and making marketing ads to writing press releases and ordering supplies, it takes school subjects and inspires the children to apply what they do and how they interact with others. The opportunity to go to work with a parent and really understand what they do does not come around often. What they do has an impact on everyone who lives in our community.” —Orange County Government

Mayor Carlos A Gimenez, Mayor Miami-Dade County, FL - says it gets the kids to be ready for what is coming in the future and so you know what work is all about and to be successful in life. https://www.youtube.com/watch?v=doEWe-bmREQ&feature=youtu.be

Pam Lario President & CEO of Big Brothers Big Sisters, TODASTW is bringing all the children to work and showing them art of what is possible in todays world. What they can be if they work hard, set high standards. Don’t let anything limit you. https://www.youtube.com/watch?v=0WC4YfIswb

City of San Diego Sherri Lightner Council - This is my favorite day here in city San Diego. It gives our youth a chance to see what their parents do for work and the impact of Civil Service profession. https://www.youtube.com/watch?v=F6pr80sTWA&feature=youtu.be

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See what people and companies are saying and on YouTube?

Want to participate in our Daughters and Sons to Work Day? Visit Glassdoor at https://www.glassdoor.com/ to watch videos from our employees. Learn what they do and how they interact with others. The opportunity to go to work with a parent and really understand what they do does not come around often. What they do has an impact on everyone who lives in our community.” —Orange County Government

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