

CAROL S. FOX  
**MAKING  
KIDS COUNT**  
AWARD

Thursday, October 4, 2018  
6:00 pm  
The John Marshall  
Richmond, Virginia

Voices for Virginia's Children has been speaking out for children and their needs since 1994. We are an independent, nonpartisan research and advocacy organization which champions public policies to improve the lives of Virginia's children. We study child and family issues, publish data and research reports, educate the public and policymakers about unmet needs, recommend sound policy solutions, and mobilize citizens and leaders to persuade elected officials and other decision-makers to support these solutions. We are home to the Virginia KIDS COUNT, part of the nationwide KIDS COUNT network that tracks and reports on more than 100 statistical indicators of child well-being. Voices is privately supported and receives no government funding. Virginia legislators and other policymakers rely on Voices as an **indispensable source of objective data and nonpartisan policy input.**

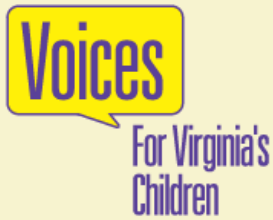
The Carol S. Fox MAKING KIDS COUNT AWARDS, presented for the first time in 2012, recognizes a Virginia individual and an organization **for exemplary efforts to improve the lives of children in the commonwealth.** Our 2017 individual winner was **Janice Dinkins Davidson.** The organizational winner was **St. Joseph's Villa.** A rising star award was given to the **Virginia Latino Higher Education Network (VALHEN).** The award is named in honor of Carol Spaulding Fox, a co-founder and former long-time board member at Voices. Her dedication helped lead Voices to a position of policy and advocacy leadership and inspired countless citizens and organizations to add their voices to the cause of improving the lives of children.



Our award ceremony will recognize the person and organization selected as the honorees. In attendance will be a host of child advocates, community leaders, Voices friends and supporters, agency heads, program directors, elected officials, and others who share a common purpose – improving the lives of Virginia's children.

Venue: The Hotel John Marshall, 101 N. 5<sup>th</sup> Street, Richmond, VA 23219

Refreshments: Heavy hors d'oeuvres; wine, beer, and soft drinks



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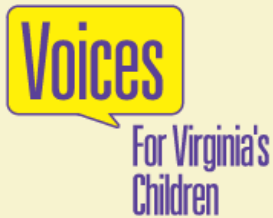
## About Carol S. Fox



**Carol Spaulding Fox** was among a number of illustrious Virginians – including two former Virginia First Ladies – who gathered in 1994 to create the Action Alliance for Virginia’s Children and Youth, now known as Voices for Virginia’s Children. Carol and her visionary colleagues were motivated by their deep caring for the commonwealth’s children and by a shared desire to make sure that all children, including those growing up disadvantaged or otherwise vulnerable, could succeed. It was their strong belief that the commonwealth needed an independent, nonpartisan organization to provide objective information and principled advocacy to influence Virginia policymakers on behalf of children.

In the years since, Carol has served Voices and the children of Virginia with energy, vision, and caring. She was a long-serving board member, inspiring the organization and her peers during her tenure as board chair and in other leadership roles. Her steady guidance and the dignity and grace with which she carried out her work helped move the organization to a position of public policy and advocacy leadership. Carol’s special devotion to early childhood issues – she founded a highly regarded child development center in West Point – and to issues of child poverty and disadvantage were instrumental in guiding Voices to a leadership role in both domains.

Carol retired from board service at Voices in 2011, after having played an instrumental leadership role throughout the organization’s first 17 years. In honor of her remarkable service, and in tribute to the extraordinary contributions she made to improve the well-being of Virginia’s children, the Voices Board of Directors in 2012 established the Carol S. Fox **MAKING KIDS COUNT** Award. The award is presented annually to a person and an organization that exemplify Carol’s selfless and principled efforts to better the lives of Virginia’s children. In this way, Carol’s legacy continues to lead and inspire others to speak out for children.



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### How you can help

Our sponsorship packages offer a great opportunity to gain excellent exposure as an outstanding supporter of Virginia's children. We have developed a wide range of sponsorship levels from which to choose:

#### Title - \$20,000 – (TAKEN)

- Category Exclusivity
- Listed as Title Sponsor on all event materials
- Exclusive invitation to special VIP reception before event
- Logo on all advertising, newsletters, communications, and signage
- Website linkage on vakids.org
- Listed as corporate partner on Voices' website
- Opportunity to welcome guests from the stage
- 8 tickets to event (1 table)

#### Reception - \$5,000 (TAKEN)

- Category Exclusivity
- Exclusive invitation to special VIP reception before event
- Company name in all available advertising
- Logo on all day of communications and signage
- Logo on signage at the entrance to event
- Mention from stage
- 8 tickets to event

#### Making Kids Count Award - \$2,500 (2 available)

- Exclusive invitation to special VIP reception before event
- Company name listed in all available advertising
- Logo in newsletter and on vakids.org
- Company recognition on signage at entrance to event
- Company name printed on award presented to the winner
- The opportunity to present the awards to the winners
- 8 tickets to event

#### Host - \$2,000 (9 available)

- Exclusive invitation to special VIP reception before event
- Company name listed in all available advertising
- Logo on signage at entrance to event
- Recognition on all communications
- Mention from stage
- Up to 8 tickets to event

#### Corporate Host - \$1,500 (3 available)

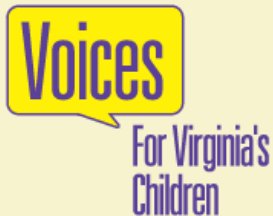
- Exclusive invitation to special VIP reception before event
- Company name listed in all available advertising
- Logo on signage at entrance to event
- Recognition on all communications
- Mention from stage
- 8 tickets to event

#### Table - \$1,250

- Logo on main entrance signage
- Recognition on email blasts
- Mention from the stage
- 8 tickets to event

#### Nonprofit Table - \$750

- Logo on main entrance signage
- Recognition on email blasts
- Mention from the stage
- 8 tickets to event



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**MAKING KIDS COUNT Sponsor Form**

Contact Name (please print):

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On-site Company Representative (if different):

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Company Name:

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Address:

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City, State, Zip:

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Telephone:

Fax:

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E-mail Address:

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**Sponsorship Level (check one)**

- Award - \$2,500
- Host - \$2,000
- Corporate Host - \$1,500
- Table - \$1,250
- Nonprofit Table - \$750

Please call Michael at 804-649-0184 or email [michael@vakids.org](mailto:michael@vakids.org) with any questions. You may mail or fax the sponsorship form to:

**Voices for Virginia's Children**  
Attention: Michael Brown  
1606 Santa Rosa Road – Suite 109  
Henrico, VA 23229  
[www.vakids.org](http://www.vakids.org)  
FAX: 804-649-0161

Please e-mail your logo in a JPEG format and in eps format to: [michael@vakids.org](mailto:michael@vakids.org) by **Sept. 27, 2018**, for full sponsorship benefits.