LUKE
FOUNDATION
LUKE FOUNDATION
I WANT MY CHILD
TO DO BETTER THAN ME

LUKE
FOUNDATION
MORE THAN 68,000 STUDENTS IN OUR AREA
HIGH SCHOOL CAREERS THIS YEAR.
WILL GRADUATE OR OTHERWISE END THEIR
WHAT'S NEXT?

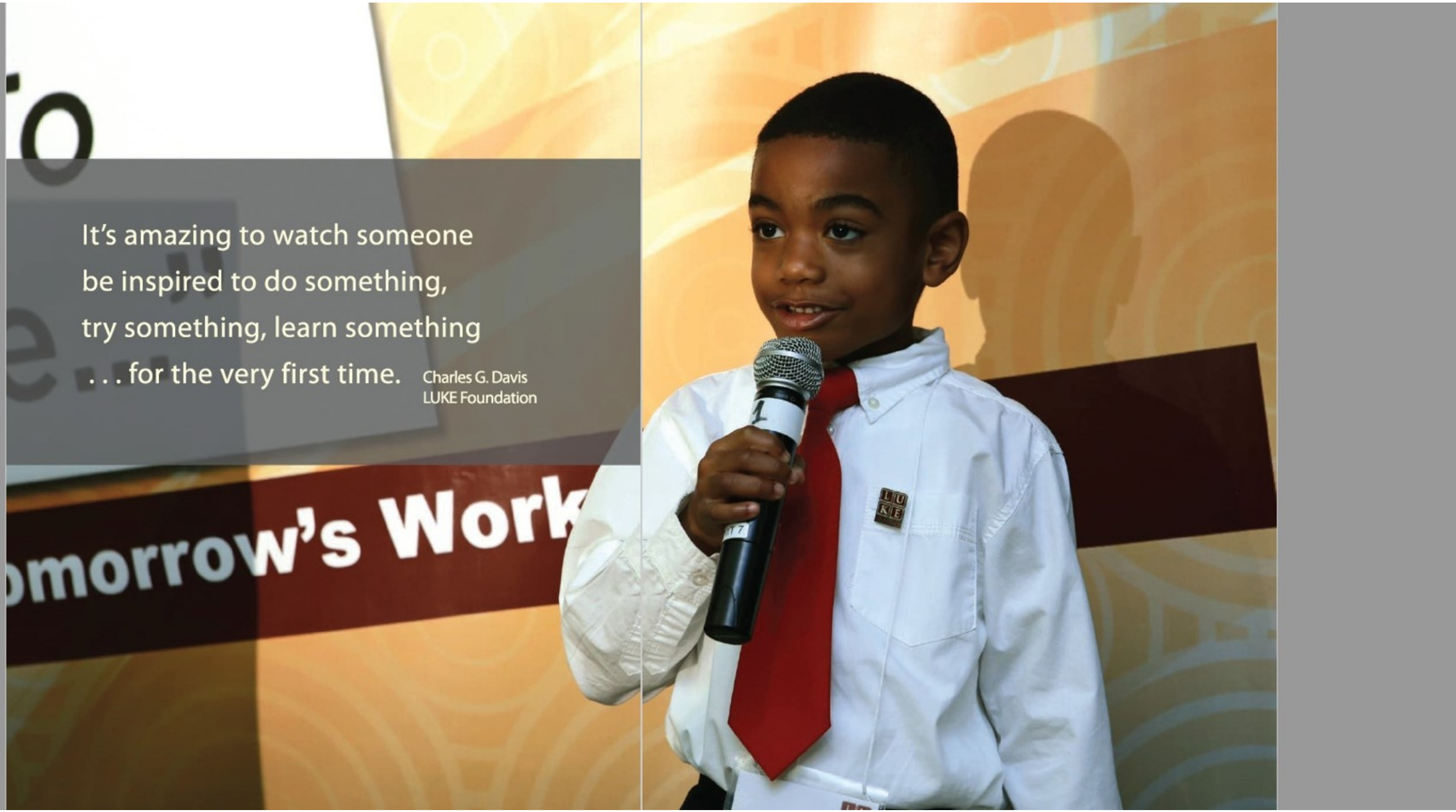
Not all will attend college.
But all will have to find a way to achieve self-sufficiency and pursue a productive career.

In response to this need, LUKE FOUNDATION has developed a free annual conference designed to cut through the clutter and help students and their parents focus on the information that really counts.

The initiative was launched in 2014 under the name "I Want My Child To Do Better Than Me" Conference.

CONFERENCE MISSION:

To expose area students and their parents to community businesses, leaders, presenters, and resources that will assist in the selection of a career path that will lead to happy, healthy and independent lives.

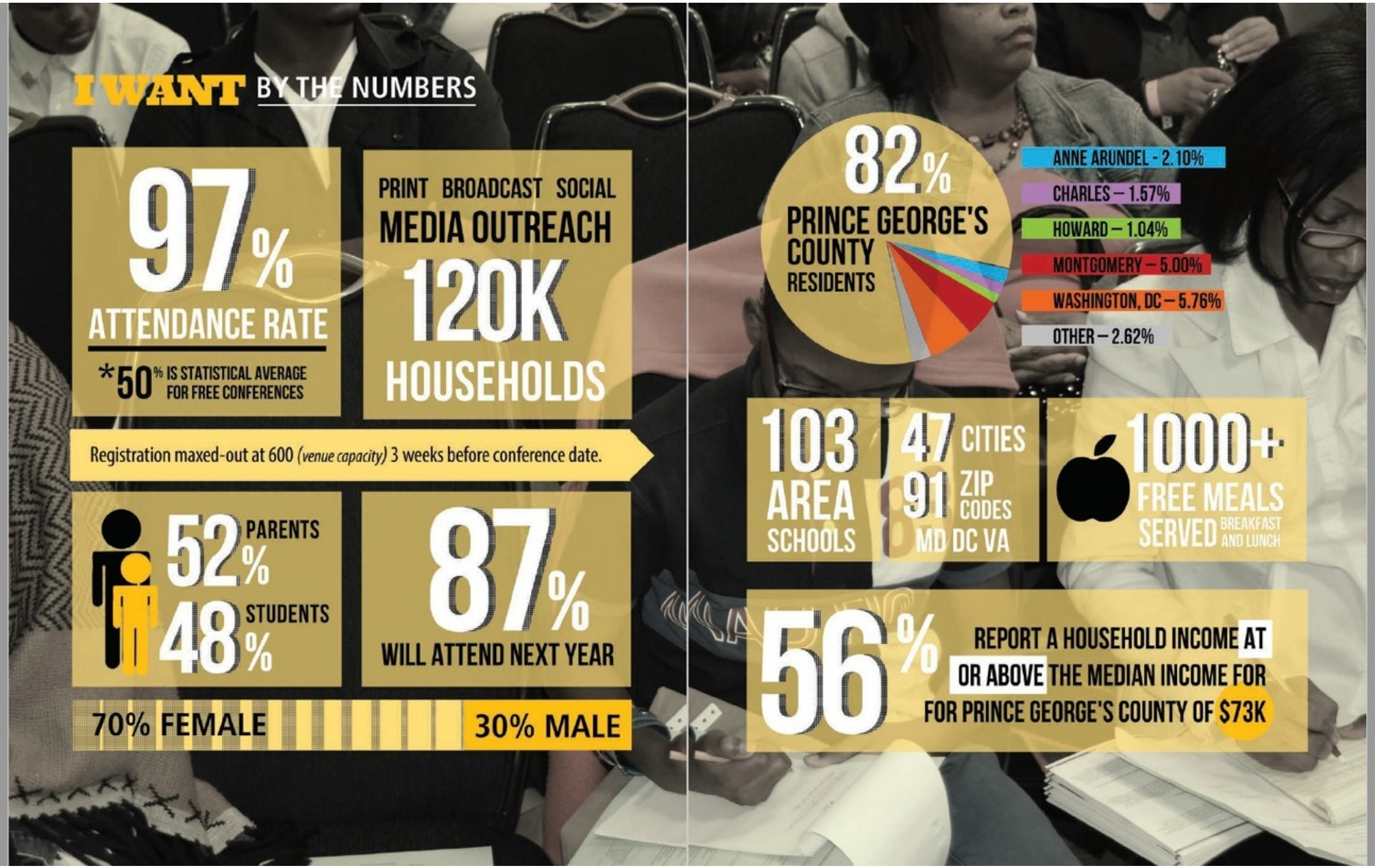

It's amazing to watch someone
be inspired to do something,
try something, learn something
. . . for the very first time.
Charles G. Davis
LUKE Foundation
omorrow's Work

Preparing Today's Youth for Tomorrow's Workforce

It's what we care about most.
Providing valuable, interesting and educational information to parents and students.

Over a full day, I WANT presented 25 sessions by 21 of the area's most influential speakers to over 582 attendees . . . free of charge.

There's more.


I WANT BY THE NUMBERS
97% ATTENDANCE RATE
*50% IS STATISTICAL AVERAGE FOR FREE CONFERENCES
PRINT BROADCAST SOCIAL MEDIA OUTREACH 120K HOUSEHOLDS
Registration maxed-out at 600 (venue capacity) 3 weeks before conference date.
52% PARENTS
48% STUDENTS
87% WILL ATTEND NEXT YEAR
70% FEMALE
30% MALE
82% PRINCE GEORGE'S COUNTY RESIDENTS
ANNE ARUNDEL - 2.10%
CHARLES – 1.57%
HOWARD – 1.04%
MONTGOMERY – 5.00%
WASHINGTON, DC – 5.76%
OTHER – 2.62%
103 AREA SCHOOLS
47 CITIES
91 ZIP CODES
MD DC VA
1000+ FREE MEALS SERVED BREAKFAST AND LUNCH
56% REPORT A HOUSEHOLD INCOME AT OR ABOVE THE MEDIAN INCOME FOR FOR PRINCE GEORGE'S COUNTY OF $73K

LUKE Foundation is excited about the upcoming year and our expansion plans for I WANT.

From launching the newly expanded EXHIBITORS HALL to ongoing improvements in the quality of our presentations and sessions, LUKE Foundation plans to continue to create deeper and deeper impact in the community through the I WANT Conference.

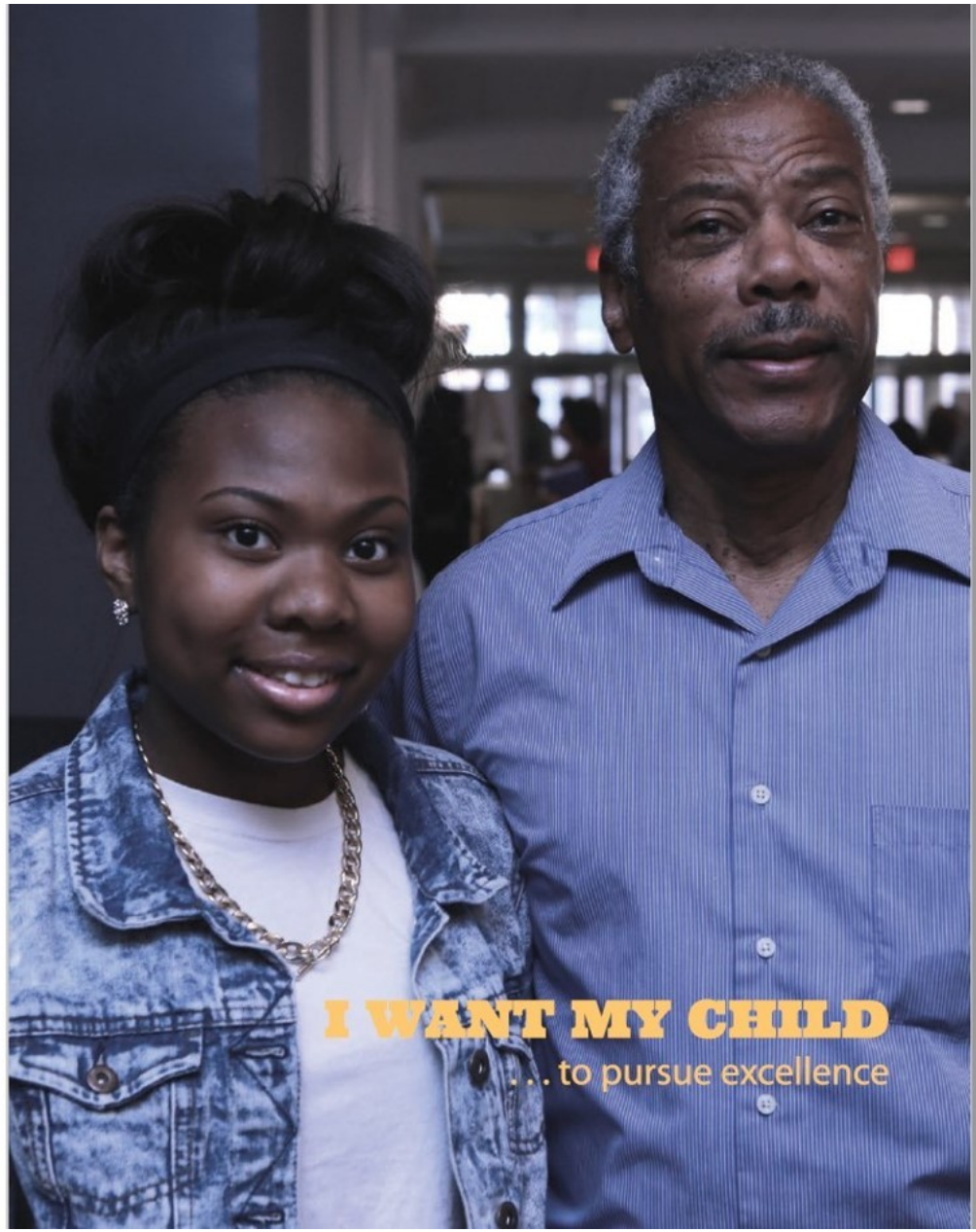
Our efforts need your support.

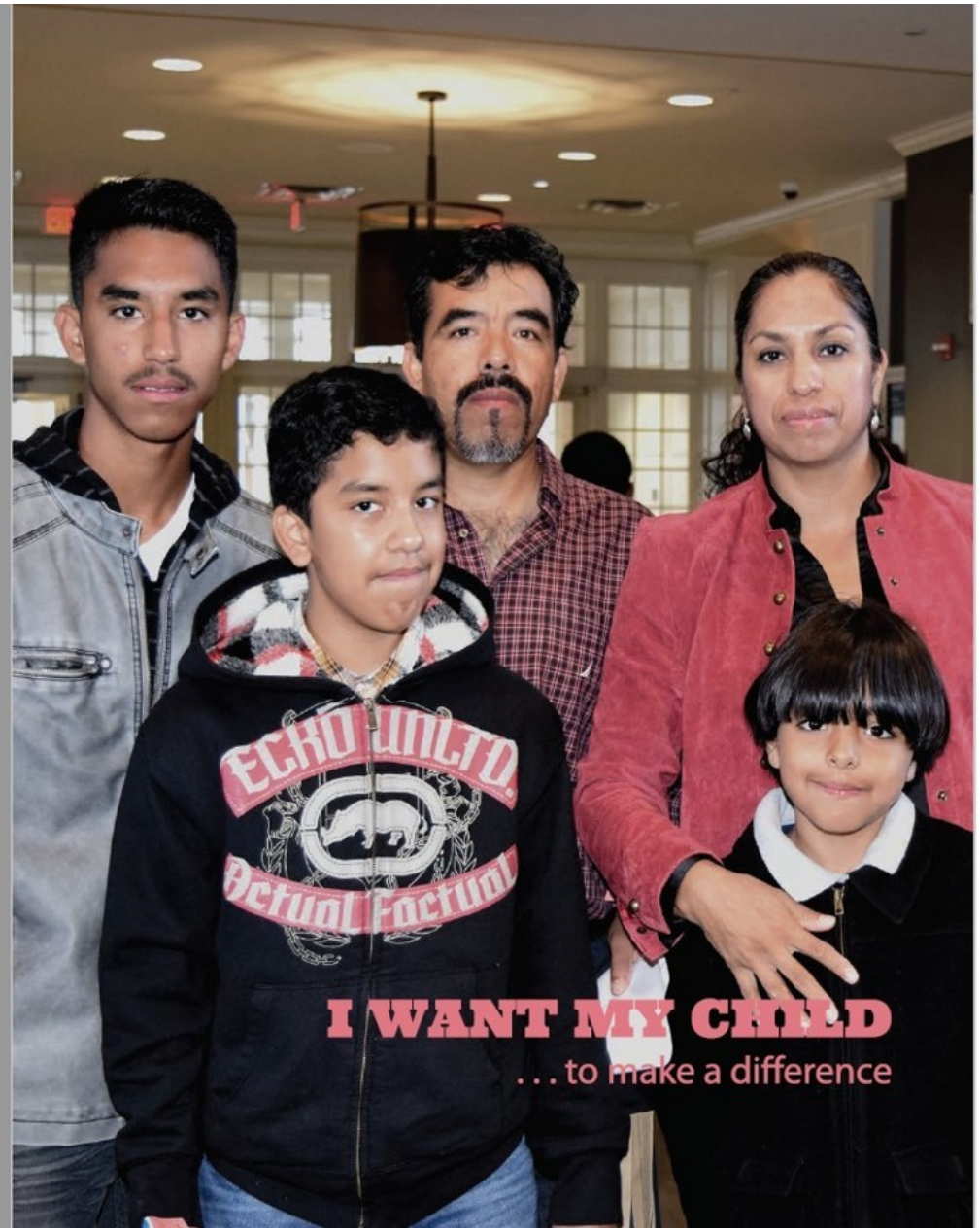
Your financial support falls into the "win-win" category.

I WANT provides a fresh opportunity to connect your brand with our growing community base.

I WANT attendees are passionate about creating better lives for themselves and their children. Furthermore, every major government agency in the region is represented by our parent attendees.

As key decision makers for their families they seek out partnerships and solutions with *businesses like yours* that can help them deliver on this vision.





The scope of our abilities is determined by the charitable generosity of our donors.

LUKE Foundation is proud to partner with businesses and individuals who are active and involved by forming meaningful partnerships to work together for the good of our community.

We welcome the opportunity to talk with you further about funding our efforts to help make our communities better places for all to live, to work . . . and to learn.

Let Us Keep Engaged (LUKE) Foundation is a nonprofit 501(c)(3) organization that works at the local, state, and national level making a positive impact on youth and under-served populations through direct social, political, and community action programs.

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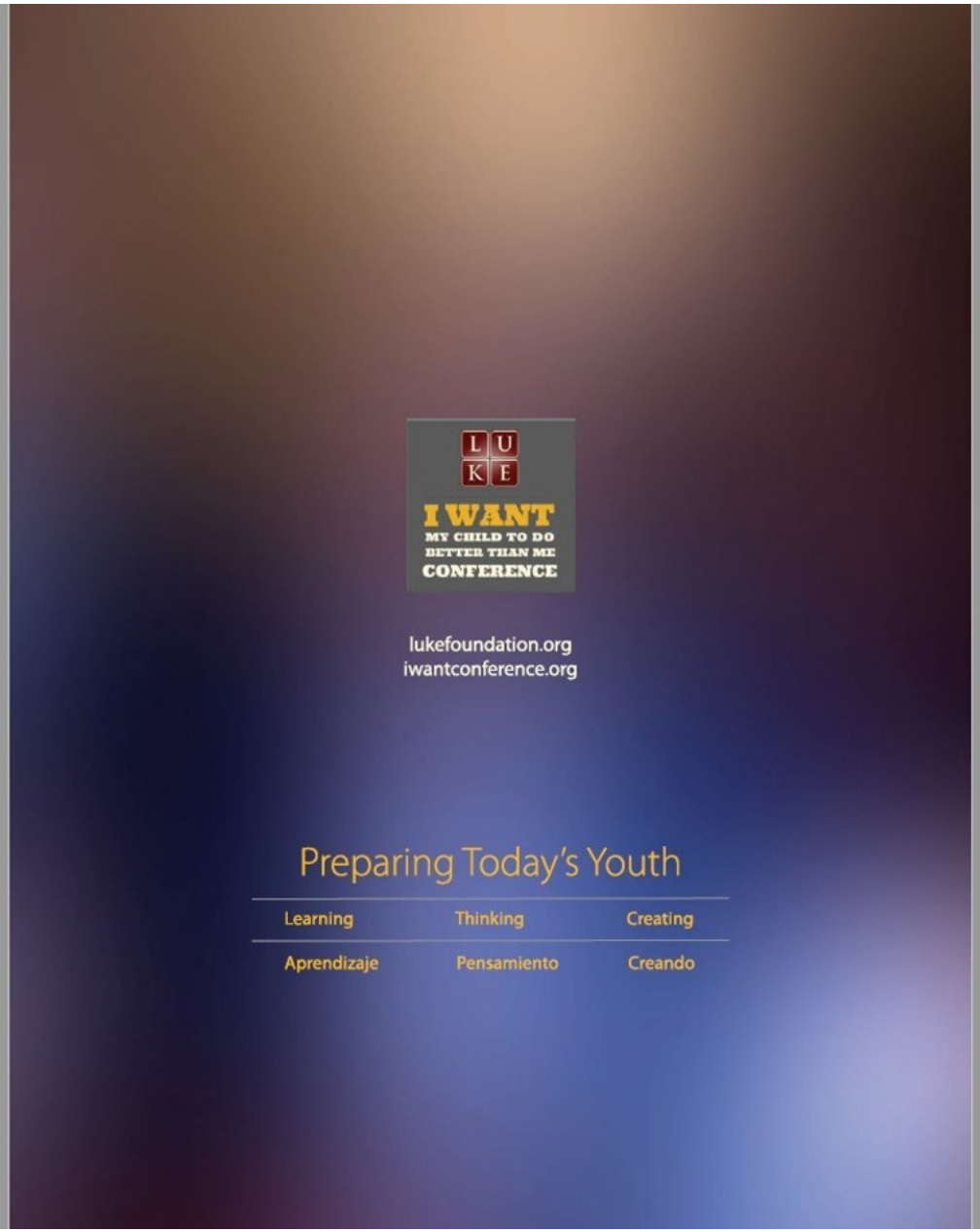
lukefoundation.org
iwantconference.org

I WANT MY CHILD
TO DO BETTER THAN ME
A LUKE Foundation Initiative
L U
K E
FOUNDATION
2014
Hello Kitty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CONFERENCE
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Preparing Today's Youth
Learning
Thinking
Creating
Aprendizaje
Pensamiento
Creando