

2600 Buena Vista Rd
Winston-Salem
NC 27104

Dear FRIENDS OF WHITAKER ELEMENTARY,

At Whitaker Elementary, we believe exceptional schools are built through strong community partnerships. Through the **Whitaker Business Partner Program**, local businesses help provide educational opportunities and resources that directly benefit our students, staff, and classrooms. Business Partners are an important part of the Whitaker community, helping ensure our school continues to thrive despite ongoing funding challenges.

Last year, thanks to the generosity of our Business Partners and the success of Whitaker Circle's fundraising efforts, we were able to bridge critical funding gaps and continue providing the high-quality educational experience our students and families have come to expect.

Thanks to Business Partner support, Whitaker was able to provide:

- Reading and literacy resources that support students across all grade levels and reading abilities
- Science enrichment resources and hands-on learning opportunities throughout the school year
- Classroom materials requested directly by teachers
- Field trip assistance for every grade level
- Technology and instructional resources that would have otherwise been lost due to district budget reductions
- Continued funding for i-Ready, a vital learning platform used throughout the school

As we look ahead to the **2026–2027 school year**, we're excited to introduce the **SOARING STAFF INITIATIVE**—a new opportunity to invest in Whitaker's greatest resource: our staff.

Through this initiative, we'll introduce a new **Soaring Partner** sponsorship opportunity, limited to just **three businesses**, dedicated exclusively to supporting professional learning and growth opportunities for Whitaker staff.

A vital component of supporting student achievement is investing in high-quality professional development. It is one of the most meaningful investments we can make because empowering our teachers with new knowledge, skills, and collaborative learning opportunities directly enhances teaching and learning for every Whitaker student.

With little to no district funding available for professional development, Whitaker is committed to ensuring our staff continue to have access to meaningful learning opportunities that strengthen instruction and benefit every student. High-quality professional development provides our teachers with the opportunity to expand their instructional practices through learning, reflecting, and collaborating with colleagues and experts in the field.

Funding from our **Soaring Partners** will help provide substitute coverage, travel expenses, conference registration, on-site professional development, and other resources that make these opportunities possible. **Investing in high-quality professional development is an investment in our students, our school, and the future of Whitaker.**

Whether you choose to become a **Silver, Gold, Platinum, or Soaring Partner**, your investment directly supports Whitaker students, staff, and classrooms while connecting your business with one of Winston-Salem's most engaged school communities.

Enclosed you'll find details about each partnership level. We hope you'll continue partnering with us as we build on last year's success.

Thank you for considering an investment in Whitaker Elementary. Together, we can continue making a meaningful difference for every Whitaker student.

With gratitude,

Laura Bray
Business Partner Lead
LauraCMeredith@gmail.com

Alise Raak
Business Partner Assistant Lead
alise.raak@gmail.com

Caroline Shamburg
Business Partner Outreach
Marycarolinehinkle@gmail.com

2026-2027 Business Partnership LEVELS



	SILVER \$500	GOLD \$1,000	PLATINUM \$1,500	SOARING PARTNER* \$2,500
Business Partner Banner Recognition	✓	✓	✓	Largest Featured Logo
Logo on Student & Staff T-Shirts	✓	✓	✓	✓
Newsletter Thank-You Page (2x/year)	✓	✓	✓	✓
Newsletter Content	✓	Recognition	Shout-Out	Dedicated Soaring Partner Page
Community Event Recognition	✓	✓	✓	✓
Yearbook Thank-You Page	✓	✓	✓	✓
Website Recognition	✓	✓	✓	Featured Website Spotlight
Social Media Recognition	Round-Up Post	Round-Up Post	Solo Post	2 Insta Reels (Round-Up & Solo)
Special Recognition at Fall Fest			✓	✓
Principal Weekly Email & Voicemail Recognition				✓

*Only 3 Available