



Dear Friends,

On behalf of the Rusty Johnson's American Dreams Committee, I'd like to ask for your help to make brighter futures for foster kids. First, I'd like to share some statistics showing why your help is desperately needed.

- Only about 50% of foster children graduate from high school.
- Less than 5% will graduate from a four-year college.
- Only 2-6% receive a two-year degree.
- 90% will experience significant trauma.
- Half of this population is 250% more likely to develop mental disorders.
- 20% are instantly homeless, and 40% will be homeless within 18 months of turning 18 years old.

I was one of the over 400,000 kids dropped into this bowl of statistics, but I beat the odds ...with the help of a "village."

The summer before my 4th-grade year, I was placed in foster care, and would cycle between 20 different foster homes, residential homes, temporary placements, and even institutions. One of the things that helped me defy the statistics was my saxophone. My biological mother gave me a saxophone during a supervised visit, and at the same time, I was living with a foster mother who was also my elementary music teacher. After my biological mother's suicide, I took to the saxophone, practicing harder and harder every day. Because of my dedication to music, I received positive reinforcement, learned dedication and work ethic, and understood what it was to have achievable goals and dreams. Now, I want to give other foster kids the same opportunity that was given to me.

On October 19th, 2024, I will host my fifth national Rusty Johnson's American Dreams at Central College in Pella, Iowa. To accomplish this, we desperately need your help! Funds will be donated to Four Oaks Family & Children Services, who in return will use these funds to sponsor Iowa's at-risk kids to receive music and dance lessons, attend sports and drama camps—whatever it is that's above and beyond what foster parents can afford but will help nourish Iowa's kids' dreams. With your help, this is possible!

"If you build it, they will come" is a famous quote from "Field of Dreams," an Iowa movie classic. I'm doing my best to build "it"! In the attached sponsorship packet, you will find various levels and ways you can help. I also invite you to brainstorm ways to get others involved. Please tell others and encourage them to visit the Rusty Johnson's American Dreams website at: [www.rustyjohnson.net/american-dreams](http://www.rustyjohnson.net/american-dreams).

We are asking you to be part of the "village", and together we will make a difference.

Warm regards,

A handwritten signature in black ink, appearing to read "Rusty Johnson". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.



## **Rusty Johnson's American Dreams in a snapshot**

- The Media Tour-
  - Approximately one-two month's prior to Saturday, October 19, advertisements will be released promoting the upcoming Rusty Johnson's American Dreams. In addition to promoting the event to ensure ticket sales for the evening show, strategic points will be inserted for state-wide educational purposes.
  - Approximately two week prior to Rusty Johnson's American Dreams, Rusty Johnson, Four Oaks representation (the beneficiary), committee members, guest musicians and others will embark on a educational media tour consisting on interviews on radio, TV, newspapers and other outlets to raise awareness of specific and current needs pertaining to at-risk youth/ foster care in Iowa.
- The Conference-
  - Four Oaks and the Rusty Johnson American Dreams Committee will coordinate a conference on the campus of Central College Saturday, October 19. The conference will address the current topics within child welfare and Iowa and will be intended to educate Iowa's child welfare professionals, staff, foster parents, school personnel and communities.
- Iowa's Current & Former Foster Youth Empowerment-
  - Iowa's current and former foster youth are invited to be on campus the day and evening of October 19 for Rusty Johnson's American Dreams. With the assistance of Central College, current/former foster youth are able to learn about Central, higher education and tour the college. Past Rusty Johnson American Dreams have hosted foster youth/alumni empowerment group mini conferences and with full potential to do so again October 19.
- VIP Pre-Show Reception-
  - Approximately one-hour prior to the Rusty Johnson's American Dreams Show, Sponsors and Partners are invited to attend a pre-show meet and greet reception. In addition to the Sponsors and Partners, featured artists, community leaders and current/former foster youth leaders will have the opportunity to fellowship.
- The Show-
  - Rusty Johnson's American Dreams Show will be held on October 19, in Dowstra Auditorium on the campus of Central College, in Pella, Iowa. Rusty Johnson will join musicians, such as Broadway star and big screen actress, Liz Mikel. The show is filled with inspirational and uplifting music. In addition to a current Iowa foster youth talent highlighted during the show, awards will be presented to Iowa businesses/individuals who have shown exceptional support to Iowa's at-risk youth. The show program will highlight Sponsors and Partners, in addition to inspirational stories, foster youth features and Iowa children eligible for adoption from the foster care system.

With the generous help from Sponsors and Partners, all ticket sales for the evening show, in addition to funds in excess of conference and show expenses will be donated to Iowa's at-risk youth via the beneficiary, Four Oaks.



**About Four Oaks** ([www.fouroaks.org](http://www.fouroaks.org))

**Committed to helping children and families-**

We are committed to comprehensively helping children and families through all of their struggles. We assure success through the use of innovative care that brings the child, family and community together in a wide-ranging way to build a stronger tomorrow.

**Embrace the potential-**

Children and families come to us for help for many reasons, which is why each family we serve receives integrated personalized care. Each child is cared for as a unique, special someone who matters. Children may come to us with psychiatric and emotional problems; they stay with us until they feel secure. Some have been in trouble with the law, got into drugs or ran away from home; that's when we work with them to teach them healthier ways to live. Others have challenges in the classroom; we teach them in a way that works for them. And when kids need a safe, secure home, we find foster care or a forever family.

**Kids, family, community and you-**

We know that when children hurdle all obstacles to success, whether it be housing, education, family stability or safety, our families, homes, neighborhoods and communities are stronger. Four Oaks believes in a family-centered approach. Children need adults to guide them. Sometimes, adults need help with parenting. We work to heal and to help families become stronger.

Four Oaks relies on our dedicated team and on the community to build a support system for each child and family to be successful. From schools to businesses, service clubs to churches – all are vital to creating a community that is committed to allowing our best asset – our children, to succeed.



## **Sponsorship Levels**

### **Titanium Sponsor - \$15,000** (two available)

- Title Sponsor - Corporate/individual identification on all press releases and promotional printed material, website and concert program
- 1/2 page spotlight in the concert program (this can be an advertisement, a special address, or highlight of choice)
- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 10 VIP tickets - these tickets include early admission to a silent auction and admission into the VIP pre-show reception and designated Sponsor Seating for the Rusty Johnson's American Dreams Show
- 4 VIP tickets given to at-risk youth/alumni via Sponsor to attend pre-show reception
- 10 admission tickets for at-risk youth to the Rusty Johnson's American Dreams Show

### **Platinum Sponsor - \$10,000** (three available)

- 1/3 page spotlight in the concert program (this can be an advertisement, a special address, highlight of choice)
- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 8 VIP tickets - these tickets include early admission to a silent auction, admission into the VIP pre-show reception and designated Sponsor Seating for the Rusty Johnson's American Dreams Show
- 2 VIP tickets given to at-risk youth/alumni via Sponsor to attend pre-show reception
- 8 admission tickets for at-risk youth to the Rusty Johnson's American Dreams Show

### **Gold Sponsor - \$5,000**

- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 6 VIP tickets - these tickets include early admission to a silent auction, admission into the VIP pre-show reception and designated Sponsor Seating for the Rusty Johnson's American Dreams Show
- 6 admission tickets for at-risk youth to the Rusty Johnson's American Dreams Show

### **Silver Partner - \$3,000**

- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 4 VIP tickets - these tickets include early admission to a silent auction, admission into the VIP pre-show reception
- 4 admission tickets for at-risk youth to the Rusty Johnson's American Dreams Show

### **Bronze Partner - \$1,500**

- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 2 VIP tickets - these tickets include early admission to a silent auction, admission into the VIP pre-show reception
- 2 admission tickets for at-risk youth to Rusty Johnson's American Dreams Show

### **Partner - \$750**

- Corporate/individual identification displayed on banner at all festivities
- Corporate/individual identification under Sponsors in the concert program and website
- 2 general admission tickets to the Rusty Johnson's American Dreams

### **Family Partner - \$250**

- Sponsor a family with up to 6 general admission tickets to attend the Rusty Johnson's American Dreams in your absence. Please specify "The Family Partner" with your donation to ensure tickets are distributed to a family

Tax-Deductible Information:  
(All donations are tax deductible)



**2024 Rusty Johnson's American Dreams Flier** *(to be placed as first page)*

