

Building Community, Benefitting Students

Organized by Heart's young professional tutors, HeartThrob 2020 will take place on a Friday evening in February. The event's purpose is to celebrate Heart volunteer tutors, recruit additional volunteers, and raise funds. Expected attendance for HeartThrob 2020 is 400 guests. The event features a live band, cocktails, and fun!

HeartThrob benefits Heart Math Tutoring, a Charlotte-based 501(c)3 nonprofit that serves elementary students by connecting volunteer tutors directly to CMS partner schools.



Previous HeartThrob Events



Sponsorship Levels



HeartThrob 2019 Program



Presenting Sponsor: \$5,000

- Option to provide banner for stage wall at event
- Premier placement of logo on signage at event
- Name recognition in emails promoting event (2,000+ recipients)
- Inclusion in press release, social media announcements, website
- Premier logo placement in Event Program
- 10 HeartThrob tickets

Platinum Sponsor: \$2,500

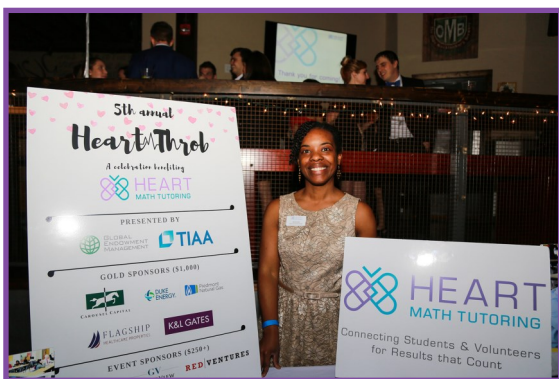
- Premier placement of logo on signage at event
- Name recognition in emails promoting event (2,000+ recipients)
- Inclusion in press release, social media announcements, website
- Premier logo placement in Event Program
- 5 HeartThrob tickets

Gold Sponsor: \$1,000

- Logo featured on signage at event
- Name recognition in emails promoting event (2,000+ recipients)
- Inclusion in press release, social media announcements, website
- Featured logo placement in Event Program

Event Sponsor: \$500

- Logo featured on signage at event
- Name recognition in emails promoting event (2,000+ recipients)
- Recognition on website promoting event

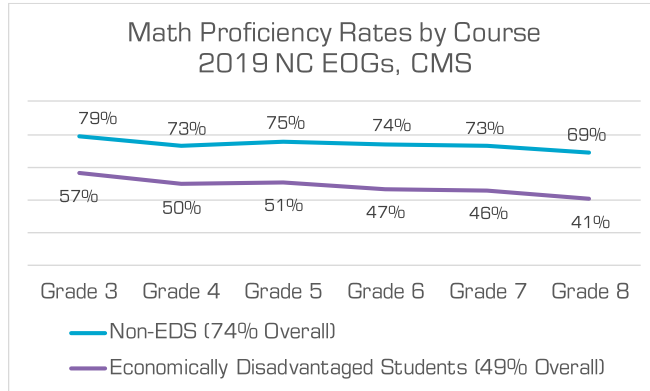


HeartThrob 2019

Heart Math Tutoring's mission is to ensure that all elementary students develop the strong foundation in math and enthusiasm for academics needed for long-term success, by helping schools use volunteers as tutors.

The Problem

Many students are behind and do not catch up. Without intervention, scores decline as course complexity increases. This may be evidence, in part, of memorization and procedural fluency in early years, without strong foundational understanding. The mission of Heart



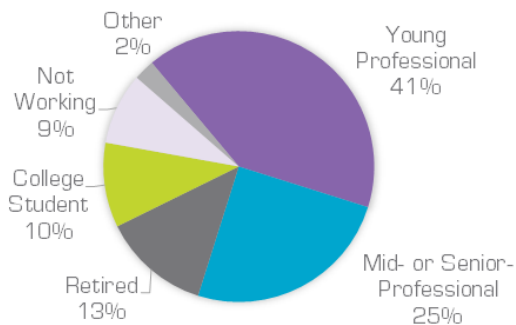
“If you have a problem with Algebra in your high schools, you have to fix it in K-4.”

— *Kathy Richardson, a leading math educator in U.S. and author of Developing Number Concepts*

Heart's Answer

Leverage a 1-hour-per-week commitment by hundreds of volunteer tutors. The mission of Heart Math Tutoring is to ensure all students develop the strong foundation in math and enthusiasm for academics needed for long-term success, by helping schools use volunteers as tutors.

~1,200 Tutors in 2018/19



A Well-Executed Solution

- ▶ Schools each recommend students in grades 1–5 below grade level in math to receive one-on-one instruction for 30 minutes twice weekly during the school day.
- ▶ Heart assesses each student to determine individualized gaps and then pairs each student with **weekly tutors and targeted lessons**. **Heart provides:**

Volunteers

On-Site Program Coordinator

Curriculum

Family Engagement

Program Outcomes

- ▶ **98%** of over 3,000 students to date have **met program growth goals in math**, set with guidance from elementary math specialists at UNCC and CMS and based on research-based assessments used nationally.
- ▶ **92%** of teachers in 2018/19 reported an **increase in student confidence/enthusiasm toward math** as a result of Heart, and 63% report students are more confident in subjects *other than math*.