

# Raising Children



## RAISING SPIRITS

*A gala celebration for Childhood Matters and Nuestros Niños*

*Saturday, November 3rd, 2007*



**interactive parenting media**

*May all children be cherished*

*We believe  
all children should be cherished.*



We are Interactive Parenting Media and we produce two radio talk shows—*Childhood Matters* and *Nuestros Niños*—that help kids by helping their parents meet and overcome the daily stresses of parenting.

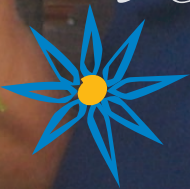
We know that today's parents often feel isolated and overburdened. That's why our shows, and their websites, offer expert advice, non-judgmental support, and inspiration. And unlike other community resources, we bring parenting information right to parents—in their homes, in their cars, even on the Internet after the children are asleep.

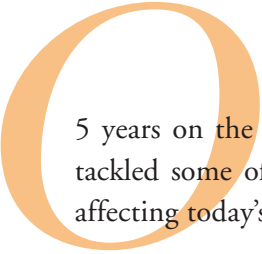
We now reach 30,000 to 50,000 listeners on the radio every Sunday morning. Our growing audience of parents, grandparents, teachers, providers, and health care professionals have become a virtual community that shares experiences, exchanges wisdom, and validates the elemental job of raising our children to be healthy, happy and to thrive.





*We tackle tough issues*





Over the course of more than 400 shows, and nearly 5 years on the air, *Childhood Matters* and *Nuestros Niños* have tackled some of the most important and least-discussed topics affecting today's kids. Our programs address issues such as:

- ✿ Community and domestic violence
- ✿ The impact of trauma on children's development
- ✿ Childhood obesity
- ✿ Discipline through the lens of culture
- ✿ Immigration
- ✿ Bullying
- ✿ Lead poisoning and environmental toxins
- ✿ Autism and special needs
- ✿ Postpartum depression
- ✿ Financial planning for families
- ✿ Reducing stress in your family
- ✿ Access to health care
- ✿ The importance of play

We cross social and economic divisions, providing access to essential information all parents and caregivers need.

Our radio show hosts are experienced health care professionals with hands-on expertise in the child care and parent education fields.

“Nurse Rona” Renner, RN, is the host of *Childhood Matters*. Rona has been a nurse for 40 years, and has earned a national reputation as a leading parent educator and temperament specialist.

“Doctora Marisol” Muñoz-Kiehne, PhD, is the host of *Nuestros Niños*. She is a parent educator, a columnist, and a licensed Clinical Psychologist. For her work with Latino children and families, Marisol was named one of the most influential Hispanic Leaders in the Bay Area in 2006.✿

# *We partner with leaders in the community.*

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*Our partners and funders include many of the best-known and most respected names in media, children's health, and children's issues. As a non-profit organization, we depend on our funders and donors to pay for production and air time. Radio is expensive, but it is an efficient way to reach parents.*

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United Way of the Bay Area  
United Way of Monterey County



Mimi and Peter Haas Fund



THE ISABEL ALLENDE FOUNDATION

The David B. Gold Foundation



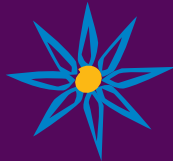
# *And we need your help*

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*We invite you to help us bring quality  
parenting education to families in the  
Bay Area and beyond.*

*Please consider becoming a sponsor of  
Raising Children, Raising Spirits,  
a gala fundraising event on  
November 3, 2007 in San Francisco  
at the the Westin St. Francis Hotel.*

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**interactive parenting media**  
*May all children be cherished*

221 OAK STREET  OAKLAND, CA 94607 PH: 877.372.KIDS (5437)

### ***PREMIER SPONSOR . . . \$25,000***

- \* VIP seating for 20 guests at two tables
- \* Private VIP reception before event (*20 guests*)
- \* Celebrity honoree seated with you and your guests
- \* Preferred placement on invitations
- \* Recognition on-air as Presenting Sponsor during broadcasts of Childhood Matters shows including 98.1 KISS FM and Nuestros Niños shows including 1170 KLOK AM
- \* On-stage recognition as Presenting Sponsor during dinner
- \* Present award to honoree on stage
- \* Full page ad in commemorative event program
- \* Logo recognition on Childhood Matters & Nuestros Niños websites

### ***ESTEEMED SPONSOR . . . \$15,000***

- \* VIP seating for 20 guests at two tables
- \* Host of VIP reception before event (*20 guests*)
- \* Corporate name and logo on VIP reception event signage
- \* Half page ad in commemorative event program
- \* Logo recognition on Childhood Matters & Nuestros Niños websites

### ***TREASURED SPONSOR . . . \$10,000***

- \* VIP seating for 10 guests at one table
- \* Private VIP reception before event (*10 guests*)
- \* Half page ad in commemorative event program
- \* Logo recognition on Childhood Matters & Nuestros Niños websites

### ***CHERISHED SPONSOR . . . \$5000***

- \* VIP seating for 10 guests at one table
- \* Private VIP reception before event (*10 guests*)
- \* Corporate name recognition in commemorative event program
- Logo recognition on Childhood Matters & Nuestros Niños websites

### ***VALUED SPONSOR . . . \$2,500***

- \* VIP reserved seating for 10 guests at one table
- \* Corporate name recognition in commemorative event program
- \* Logo recognition on Childhood Matters & Nuestros Niños websites

### ***INDIVIDUAL TICKETS . . . \$150 each***