



EVERY CHILD SHOULD HAVE THE OPPORTUNITY TO DREAM

DREAM FORWARD

What are We Funding?

We are raising money for two things:

- **DIRECT SERVICE**, providing free Dreamline programming in 2021–22, prioritizing schools with financial need.
- **TOOLS & TECHNOLOGY** to make us more efficient and increase the number of students we can serve.
Each \$1 donation lowers our total per student operating costs by \$3 after one year.

Contribution	DIRECT SERVICE IMPACT	TOOLS IMPACT
\$250	1 Classroom (21 students)	Reduce operating costs by \$750
\$500	2 Classrooms (42 students)	Reduce operating costs by \$1,500
\$1,000	1 Grade Level (100 students)	Reduce operating costs by \$3,000
\$2,500	1/2 the Grades in School (225 students)	Reduce operating costs by \$7,500
\$5,000	1 School (450 students)	Reduce operating costs by \$15,000
\$10,000	School District Group (1,000 students)	Reduce operating costs by \$30,000



DIRECT SERVICE IMPACT

Provides the following free services, prioritizing schools with financial need:

- Educator training and administrative coordination
- Online materials and digital platforms
- Local celebration support and global Dreamline events
- Dream Horizon follow-up programming

TOOLS & TECHNOLOGY IMPACT

Indicates reduction in total per student operating costs in one year based on funded improvements in:

- App & Site Data Structure Modifications for Scale
- Website Redesign and Build with Print Collateral and E-Commerce Customization for Inclusion
- Standardized Scope, Sequence, and Training with Alignment Study
- Research Study on Student Outcomes

STRATEGIC PLAN

The DREAM FORWARD campaign is funding the first phase of Dreamline's Strategic Plan, "Me to We," bit.ly/me2weplan

Over the next four years, your donation will:

- Help drive program expansion by a factor of eight
- Lower operating costs by 64% and develop new funding sources for Dreamline

Total Campaign Goal:
\$200,000

DREAMLINE'S STRATEGIC PLANNING GROUP

Jeffrey Harlan, Dreamline Founder

Bill Adair, 12-year Program Director at the Pew Center for Arts & Heritage

Gerard Lewis, Senior Vice President and Chief Technology Counsel for Comcast Cable Communications, LLC

Vivian Sun, Global Giving and Philanthropy Program Manager at Salesforce

Laura Jana, Author, Human Development Expert, and Spokesperson for the American Academy of Pediatrics

Barbara Bassett, Curator of Education, Teacher, and Student Programs at The Philadelphia Museum of Art

Charesse Ford, Author, Educator/ DEI Consultant for Penn-Delco School District

Carlos Ortiz, Manager at Deloitte Consulting

Alec Zopf, CTO of Wellth Corporation

