April 24, 2013

|  |  |  |
| --- | --- | --- |
| Connie Ballmer |  | |
| 3832 Hunts Point Rd | |  |
| Hunts Point, WA 98004 | | |

Dear Connie,

First and foremost, thank you from the bottom of my heart for your years of support and dedication to improve outcomes in child welfare broadly and to assist Treehouse. After decades of work, we are at a pivotal point in our efforts to support the most vulnerable children in our community. We are shifting from filling the gaps to leveling the playing field, and we believe that our Graduation Success program will permanently close the graduation gap for foster kids in our region.

In close partnership with social workers, caregivers and schools, we are building a student-centered approach that will help youth acquire the tools, confidence and perseverance needed to achieve ongoing success in life. The opportunity to one day bring this program to scale would have lasting implications not only for youth in foster care but for students struggling across the board.

The magnitude of this work requires a level of commitment and investment far beyond our past needs. We are asking all of our supporters, from our Board to new donors, to consider their capacity and increase their investment and involvement in our work. This program is a heavy lift, quite frankly the most challenging undertaking to which we have ever committed, but it will also have the greatest long-term impact for our youth and the community.

We hope that we can count on your partnership to help us meet the demands of this new endeavor. Your profile in the community and clear association with problem solving for child welfare lead us to ask you for a larger gift than we ever have before. We know that personally you will expect a high level of transparency in our efforts and accountability in our program, and we are ready to deliver.

We thank you for being here with us at this momentous beginning. For all you have already done, we owe you our deepest gratitude.

Blessings,

Janis

Treehouse Investment Proposal:

*How your major charitable investment to Treehouse can help the most vulnerable children in our community*

Created for Connie Ballmer

April 24, 2013

# Proposal

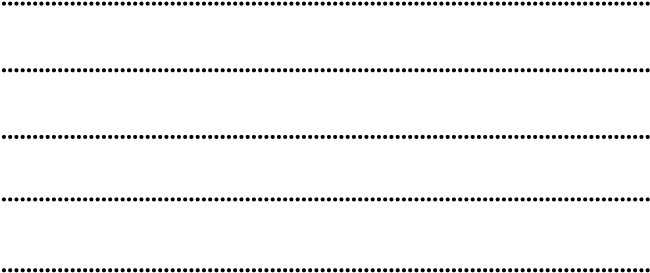
To achieve the goal of helping foster youth in King County graduate high school at the same rate as their peers with a plan for their future by 2017, Treehouse needs to generate significant increases in charitable giving, “venture philanthropy” if you will, particularly from the community leaders who know us best.

Therefore, we ask you and Steve to be among the first: please join our leadership group of investors. We respectfully ask you to consider a pledge of $2,000,000 over the next five years to help us reach our Graduation Success goal and permanently close the graduation gap for foster youth in our region. We are confident that your participation will have a multiplier effect, inspiring other partners in our community to support this momentous effort.

We recognize that this is a remarkably large request, one that exceeds your extremely generous past giving to Treehouse. But the audacity of our effort demands it. Providing complete wrap-around educational and support services for every foster child in middle and high school in our entire county is an effort of scale and intensity entirely without precedent. But it is absolutely nothing more than what these children deserve..

We propose the following structure: an initial investment this year of $600,000 as a leadership gift to signal to others the importance of this work. Then, each year the gift drops by $100,000 as we bring other major supporters on board.

year pledge payment 2013 $600,000

1. $500,000
2. $400,000
3. $300,000
4. $200,000 total $2,000,000

Every element of our service model is evidence-based. Its assembly is innovative. Program management and evaluation resources are robust, giving us a quick feedback cycle and laser focus on key indicators. For example, a Microsoft Dynamics database will provide simple, powerful ways to show how we are improving the graduation rate while supporting practice and ensuring consistency in the program.

We will be highly transparent and accountable through our results and adapt as program needs require. We are investing in talent and are providing our Education Specialists and in-school mentors ongoing training to meet the changing needs of the individual students in our program.

Partnership is essential for success. This year we are deepening our engagement with teachers, caregivers, Children’s Administration, local school districts, and the Road Map and Youth Development Executives of King County. Other near-term partnerships include agencies that compliment Treehouse: College Access Now, College Success Foundation, and Seattle Education Access among others. We will continue to leverage all available resources to coordinate the network of long-term support vital to the success of every student. In terms of students served, your impact would be significant providing services for 66 students in the current 8th grade cohort seeing them through to graduation.

As a strategy for fostering lifelong achievement Graduation Success offers the foundation to help youth build and internalize the skills necessary to lead healthy and productive lives. We believe that this initiative has the ability to significantly reduce the number of homeless youth and young adults (ages 18-25) in King County within five years. Components of the model include: sustained persistent year-round intervention, continuing services after youth achieve permanency; post-high school planning; youth development and employment programs, college readiness and other post-secondary programs with support services continuing through the first year after high school graduation. Treehouse will deliver a personalized strategy to ensure that each student successfully bridges the gap from high school to college, career, or service. What an amazing opportunity we have to solve this problem.

You can expect that as we proceed, we are going to communicate clearly and concisely with youth to show them “return on investment” in the form of enhanced long-term outcomes. We make this promise to you: we are going to show you the results you expect from a gift of this size. Whether indicators demonstrate strengths or challenges, you will receive a quarterly report and analysis that shows how we are learning from our experience. We expect to see others follow your lead and make equally significant gifts, and together we will ensure our youth have a promising plan for the future.

This is among the very first formal proposals to put our plan into action. We offer you a copy of the current Treehouse Plan, one that will continue to evolve. Tonya’s guidance and feedback on this has been essential, we thank you for your engagement. Now your investment can be the start of something great.

[Attachment: Treehouse Plan]