



BUSINESS PARTNER TOOLKIT

A toolkit for organizations like
yours to partner with the
Chattanooga Future Fund

Powered by:



**HAMILTON
COUNTY
SCHOOLS**

www.chattanoogafuturefund.org/schoolspartners



PARTNER WITH US TO BUILD CHATTANOOGA'S FUTURE WORKFORCE

Something special is happening in our community—and it has the power to change lives. The Chattanooga Future Fund gives every kindergartener and middle schooler in Hamilton County public schools a **\$150 boost** toward their future education. It's a simple idea with big impact.

The Challenge We're Solving: By 2030, more than **80% of jobs** in our region will require some education after high school. Yet only **60% of Hamilton County students** currently pursue postsecondary opportunities.

Why Even Small Amounts Matter: **Students with just \$500** set aside for education are **three times more likely** to pursue it. This fund helps families begin that journey—and your organization can help them go even further.

Where You Come In: **Whether you're a business, nonprofit, or civic organization, you can play a meaningful role** in helping us reach more families, grow this effort, and shape what's possible for our community's future.

Let's build something lasting—together.



WAYS TO GET INVOLVED

There's no one-size-fits-all approach to supporting the Chattanooga Future Fund. Whether you're a company, nonprofit, or civic organization. Choose the path that aligns with your values, your people, and your capacity.

Here's a quick look at how your organization can plug in:



Donate to the Fund

Adopt a classroom, sponsor a school, or contribute to the general fund. Your donation helps expand outreach, match opportunities, and account growth for families.



Encourage Employee Participation

Make it easy for your employees to sign their children up. Any child in kindergarten, 6th, 7th, or 8th grade at a Hamilton County public school is eligible.



Sponsor the Children of Your Employees

Provide contributions to help your employees grow their children's accounts. This is a powerful way to show you're invested in your team and their families.



Promote Volunteerism

Support and celebrate employees who want to give their time— helping with outreach or volunteering at events.

The pages ahead offer more detail on each option and how to get started.

DONATE TO THE FUND

Adopt a Classroom. Support a School. Invest in the Future.

The Chattanooga Future Fund is more than just a savings program—it's a community commitment. And your organization can be part of that commitment by helping us reach more students and families.

Ways to Give:

Adopt a Classroom

Fund a full classroom of students with seed accounts and make a visible, lasting impact. We'll help you choose a school and provide follow-up stories you can share with your team.

Sponsor a School

Take your support a step further by covering an entire grade level or school community. This can include outreach support, enrollment drives, and additional contributions to student accounts.

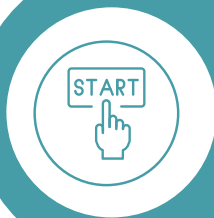
Contribute to the General Fund

Prefer to support the broader mission? Contributions to the general fund help with program sustainability, matching dollars, and outreach to families across the district.

Your donation creates immediate, visible impact. Every classroom you sponsor shows 20-25 students that their community believes in their future—and gives them the seed money to start building toward it.

What You Get:

- Impact reports and stories to share with employees or stakeholders
- Recognition in Chattanooga Future Fund materials and events
- A meaningful way to align your giving with your values



How to Get Started:

Visit chattanoogafuturefund.org/donate or contact us at info@chattanoogafuturefund.org to explore custom sponsorship options.

Let's work together to give every child a stronger start.

SPONSOR THE CHILDREN OF YOUR EMPLOYEES

A Powerful Benefit That Shows You Care

Not every employee has access to a college savings plan through work—but almost everyone wants to help their child pursue a better future. Sponsoring your employees' children is a meaningful way to show your team you care about what matters most to them.



How It Works:

Identify employees with children in kindergarten, 6th, 7th, or 8th grade in Hamilton County public schools, then offer a contribution to their child's Future Fund account.

We handle the coordination, communication, and impact tracking.



Why It Matters To Your Organization:

Employee benefits tied to family and future planning create stronger retention and loyalty.

When parents have financial peace of mind about their children's future, they're more focused and engaged at work.





Options for Employers:

- Offer a fixed contribution per eligible child
- Provide a match to employee contributions
- Include Future Fund sponsorships as part of a year-end bonus or employee recognition program



Make It Your Own:

Whether you're a small business, nonprofit, or large employer, this benefit can be customized to meet your budget and values. It's also a great addition to your existing wellness, DEI, or talent strategy.



Getting Started is Easy:

We'll help you identify eligible employees, craft messaging, and set up a simple contribution process. Reach out to [insert contact info] or visit chattanoogafuturefund.org/employers for next steps.





ENCOURAGE EMPLOYEE PARTICIPATION

Help Your Team Unlock a Head Start for Their Kids

Some of your employees may not know their children are eligible for \$150 in free education savings. You can change that with just a little communication.

By helping your employees understand and enroll in the Chattanooga Future Fund, you're giving them access to something powerful: a jumpstart on their child's future—and the belief that college, training, or trade school is within reach.

Who's Eligible?

Any student in kindergarten, 6th, 7th, or 8th grade enrolled in Hamilton County public schools.

What Parents Need to Do:

- Visit chattanoogafuturefund.org
- Claim their child's account—it takes just a few minutes
- Watch the account grow over time with additional contributions and opportunities

Why It Matters To Your Organization:

- It builds trust and goodwill with your team
- It supports financial wellness and long-term planning
- It shows that your organization cares about people—not just productivity



Start Sharing Today:

All communication resources are ready to use. Visit chattanoogafuturefund.org/toolkit or contact us at info@chattanoogafuturefund.org to access the materials.

PROMOTE VOLUNTEERISM

When employees volunteer, everyone benefits. The Chattanooga Future Fund offers meaningful, local volunteer opportunities that align with corporate social responsibility and community engagement strategies.

Ways Your Team Can Volunteer:

- Family sign-up events to help parents navigate the process
- Community outreach to spread the word in neighborhoods and schools
- Skills-based support like translation, design, or marketing

How You Can Support This as an Employer:

Offer paid volunteer hours through your existing policy, form employee ambassador teams to support outreach, and recognize employees who give back during staff meetings.

Why It Matters:

- Builds morale and team cohesion
- Aligns your company with a cause tied to economic mobility and education
- Helps ensure all families—especially those facing barriers—can access this opportunity



Getting Involved is Easy:

We'll help match your team with volunteer opportunities that fit your schedule and capacity. To learn more, email [insert contact] or visit chattanoogafuturefund.org/volunteer

THANK YOU FOR STEPPING INTO THE FUTURE

We're grateful that you're considering joining the growing community of organizations investing in Chattanooga's next generation. Whether you're donating, supporting your employees, or volunteering your time, your involvement sends a powerful message: we believe in our kids—and in what's possible for this community.

This toolkit is just the start. However you choose to get involved, we're here to support you every step of the way.

NEXT STEPS:

1

Visit chattanoogafuturefund.org for full program details and resources

2

Reach out to explore custom partnerships or get your questions answered at info@chattanoogafuturefund.org

3

Use our communication templates to share information with your team

4

Share this toolkit with others in your network who might want to make an impact



Together, we can make sure every child in Hamilton County has a shot at a brighter future —and every organization has a chance to be part of something that lasts.

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