

Answer is delighted to provide the following opportunities to donors who wish to restrict their gifts of \$2,500 or more to a particular program or activity that resonates with their philanthropic or marketing goals. Donors will be recognized in our annual report, e-news and in relevant publications and special event collateral. Sponsorship opportunities can bear your name or the name of a loved one. Donors may also choose to remain anonymous. Following are annual opportunities that can be paid in full or pledged to pay over time.

**\$100,000-\$150,000**

**Develop a K-3rd grade sex education curriculum.** This initiative will help us update and publicize our age-appropriate sex education curriculum for young children. Funds will be used to revise the curriculum, hire an illustrator and graphic designer for printed and online materials, develop an online workshop to train teachers to implement the curriculum, and widely promote and distribute this unique, free, online resource to educators and parents.

**\$75,000**

**Upgrade our communications and technology.** In order to communicate with our growing teen and adult audience online and through social media, we must improve our tech tools. Your gift will help us purchase software and redesign the Answer website so we can continue to provide the latest resources and most current information about comprehensive sex education.

**\$60,000**

**Underwrite the production of *Sex, Etc.* magazine for one year.** Funds will be used to cover the writing, editing and production of our popular publication by teens for teens for three issues for one year. Each year, we distribute 35,000 print copies to health centers, libraries, schools and youth-serving organizations, to educate readers on a variety of topics including dating, healthy relationships, safer sex, sexual orientation and gender identity.

**\$50,000**

**Expand our reach to new audiences of young people.** Help us raise visibility among teens, parents, educators and health professionals through enhanced marketing efforts, such as tabling at large educational and health conferences, sponsoring community workshops around the country and boosting our online presence through social media.

**Support an online evaluation of *Sexetc.org*.** Your gift will fund online surveys allowing visitors to *Sexetc.org* to assess the impact of the website on their knowledge, attitudes and behaviors related to sexual health. Your gift will provide invaluable evidence for the tangible outcomes of *Sex, Etc.* and will contribute to the knowledge base of what works to reach young people online.

**\$40,000**

**Mobilize our entire slate of teen writers for one year.** Your gift will cover the costs of our teen staff of twelve, including training, travel, meals and compensation for the stories they publish. Students learn writing skills, develop topics and themes, interview teens for articles, and contribute first-person stories about sexuality and gender for *Sex, Etc.* magazine and *Sexetc.org*.

**\$25,000**

**Sponsor educational web content for *Sexetc.org*.** Support the most comprehensive website featuring sex education resources for youth, teachers and parents, which reaches over 2 million each year. Funds will ensure we can create and post rich content, including first-person stories written by teens and informative videos. Your gift will also support having our sexual health expert answer teens' tough online questions.

\$20,000

**Underwrite the production of *Sex, Etc.* magazine for one issue.** Funds will be used to cover the writing, editing and production of our popular publication by teens for teens for one of our three annual issues.

\$10,000

**Grow our network of peer educators.** Help us recruit and provide year-round training for high school students to become stellar peer educators. Your gift will cover our summer boot camp course and monthly staff meetings for five young people to receive wide-ranging education about sexual health, media training, writing, leadership development, critical thinking and more.

**Support a qualitative evaluation of *Sex, Etc.* magazine.** Your gift will cover the costs of conducting in-depth interviews with 10 teachers and analyzing the results of the study. Your gift will help us better understand how *Sex, Etc.* is used in the classroom and will inform future improvements to the magazine.

\$5,000

**Sponsor tabling at a conference.** Help us reach our core audience of educators and health care professionals who work with youth at one of a number of regional and national conferences.

\$3,000

**Sponsor a teen writer for one year.** Cover the costs for one young person to gain writing and professional development skills as they contribute content to *Sex, Etc.* magazine and Sexetc.org.

\$2,500

**Support training for school and community-based professionals.** Your gift will fund high-quality training on the core knowledge and skills that teachers need to be effective in the classroom. Your gift will cover the costs of online training for 16 participants or one full day of in-person training for 30 participants, amplifying our effectiveness across the country and changing young lives.

For more information, please contact Nicole Cushman, Executive Director, at 848.445.7929 or [nicole.cushman@rutgers.edu](mailto:nicole.cushman@rutgers.edu).