

HOLMES UNIVERSITY™ YOUTH SUMMER CAMP

“Empowering the next generation through real estate, financial literacy, and hands-on experience.”

Program Dates: July 14 -25, 2025

Location: TBD

H O L M E S U N I V E R S I T Y

OPENING LETTER FROM OUR PRESIDENT

Dear Potential Partner,

Thank you for considering a partnership with Holmes University's Youth Summer Camp—our newest initiative aimed at building the next generation of leaders through real estate, entrepreneurship, and financial literacy.

In just 12 hours, we received over 70 applications and reached full capacity, with a growing waitlist. The response confirmed two things: (1) Milwaukee's youth are hungry for programming that speaks to their future, and (2) we have a responsibility to rise to that need.

Why now? **Milwaukee has seen a concerning rise in youth violence and economic instability.** According to recent reports, felony referrals among youth in Milwaukee County rose 13% over the past five years. **Nearly 250 juveniles under the age of 17 were victims of violent crimes in 2023 alone.** However, data also shows that when youth are engaged in meaningful programming, arrest rates drop, high school graduation rates improve, and long-term economic opportunity increases.

This camp is about exposure, empowerment, and planting seeds early. With your support, we can equip more young people with real-world skills and ownership mindsets that change not just their lives, but the trajectory of their communities. We hope you'll join us.

Sincerely,

Alana "Lanie" Holmes

Founder & President, Holmes University



PROGRAM OVERVIEW



ABOUT THE CAMP

The Holmes University Youth Summer Camp is a free, two-week immersive experience for youth ages 12–17 focused on:

- Real Estate & Property Ownership
- Financial Literacy & Budgeting
- Creative Thinking, Leadership, and Teamwork
- Hands-on Field Assessments
- Entrepreneurship and Business Basics
- Guest Speakers from Finance, Real Estate, and Development Fields

Campers are provided daily meals, all materials, a certificate of completion, and access to a lifelong network of mentors.

Program Dates: July 14–25, 2025

Time: 10:00 AM – 2:30 PM

Location: TBD

OUR VISION & MISSION



Our Mission

To expose young people to wealth-building principles early — empowering them with tools to own, lead, and build within their communities.

Our Vision

To redefine what access and education look like for youth — creating pipelines into real estate, entrepreneurship, and wellness-focused careers that strengthen communities and empower future generations.

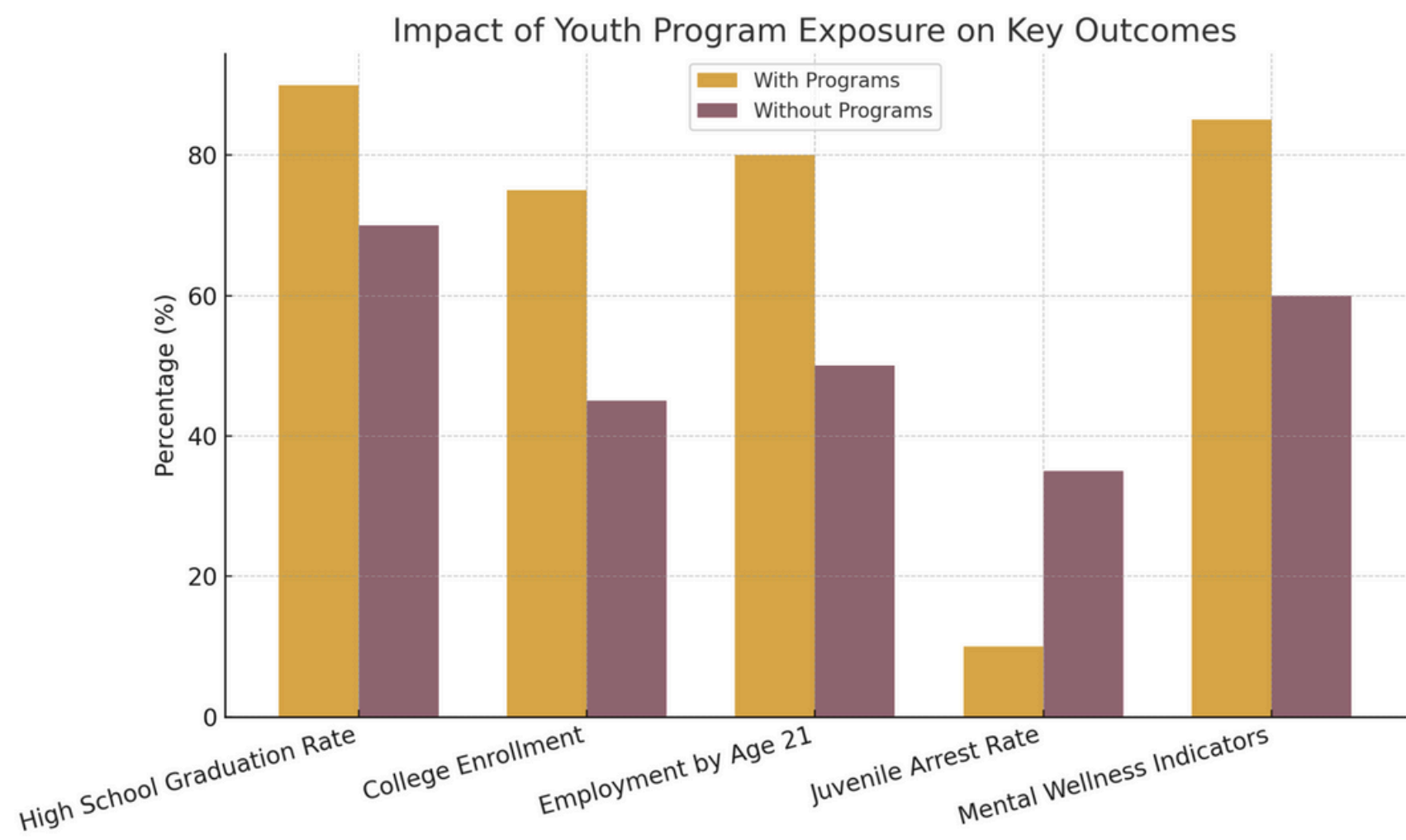


WHY SPONSOR?



Access to meaningful, future-focused programming significantly reduces risk factors associated with youth violence and disengagement.

- **Violence Prevention & Intervention:** Engaged youth are less likely to participate in risky behavior. Our camp keeps students active, inspired, and connected to opportunity.
- **Economic Empowerment:** We teach financial literacy and wealth-building strategies not typically covered in schools.
- **Community Wellness:** Real estate education fosters stability, homeownership, and local investment.
- **Equity & Representation:** We create inclusive spaces where all youth feel seen and supported, with intentional exposure to diverse professionals and pathways to success.



SPONSORSHIP TIERS



Your sponsorship directly invests in youth development, financial empowerment, and community transformation. We're not just teaching — we're planting seeds of purpose, vision, and impact.

Your Contribution Helps Fund:

- All student materials and branded Holmes kits
- Daily lunches and transportation assistance
- Guest speaker honorariums
- Student certificates, incentives, and field experiences
- Expansion of the program to serve more youth in future sessions

\$15,000 – LEGACY PARTNER

- Featured logo and shoutout on all marketing materials + social posts
- Dedicated speaking opportunity during camp closing event
- Sponsor spotlight across Holmes University digital platforms
- Name/logo printed on all camper toolkits
- Option to host a breakout session or workshop

\$10,000 – BUILDER PARTNER

- Logo placement on website and promotional graphics
- Social media shoutout + inclusion in email newsletter
- Logo placement on in-class materials
- Recognition in printed program

\$5,000 – FOUNDATION PARTNER

- Logo placement on website
- Shoutout on social media during camp week
- Listed as sponsor in printed materials

AUDIENCE REACH & EVENT IMPACT



70+ Youth Registered in Under 12 Hours

Our inaugural summer camp reached full capacity within hours of opening registration—demonstrating strong demand for youth programming focused on financial literacy and real estate. A growing waitlist proves there is continued interest and need.

Target Demographic:

Youth ages 12–17 in Milwaukee, WI—primarily from underserved communities with limited access to financial education, entrepreneurship opportunities, and safe summer engagement programs.

Program Impact:

- **Violence Prevention & Safety:** Youth engaged in consistent, structured programs are 43% less likely to engage in criminal activity. Our camp provides safe environments and mentorship during summer months when youth are most vulnerable.
- **Mental Health & Confidence:** Hands-on activities, team-based learning, and mentorship foster confidence, self-awareness, and goal-setting—all contributing to improved youth mental wellness.
- **Exposure = Expansion:** We introduce participants to real estate investing, entrepreneurship, and leadership at an early age, creating pipelines to long-term economic mobility and wealth-building.

Community Reach:

- 200+ parents, community leaders, and real estate professionals connected through camp outreach and promotion
- 1,500+ average reach per post via Holmes University platforms
- Ongoing exposure through email, social media, media coverage, and post-camp campaigns

By investing in this camp, sponsors directly support life-changing opportunities that shift generational outcomes—starting with education and exposure.

THANK YOU TO OUR 2025 SPONSORS





LET'S BUILD THE FUTURE TOGETHER.

Your support makes this possible. By sponsoring the Holmes University Youth Summer Camp, you're not just funding a program — you're creating access, changing outcomes, and helping young people build a foundation of ownership, leadership, and self-worth.

Let's partner to:

- Keep youth engaged, safe, and inspired
- Break cycles through education and exposure
- Build a city where every child believes in what's possible

Become a sponsor today.

CONTACT US:

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