



<sup>A</sup> BetterWorld

25TH ANNUAL  
CHARITY GOLF  
TOURNAMENT



MONDAY, SEPTEMBER 8, 2025



BALLANTYNE COUNTRY CLUB

# OUR PURPOSE

To enrich the lives of underserved youth in West Charlotte mentally, physically, and spiritually. Through delivering holistic support to our students, we aim to unite Charlotte behind the common goal of improving kids' futures. We believe in serving through Christ and His love. When our door is knocked upon, it will be opened. Every day, year-round.

*"All of my children have been going to A Better World for years now. I don't know what I would do as a single parent without this program. I feel safe sending my kids to them knowing they will love on them in every way."*

*-Anonymous Parent*



# OUR IMPACT

100%

Children and families have access fresh food, hygiene products, and basic necessities.

91%

Students enrolled in Read to Live program improved their i-Ready diagnostic score within 6 months

86%

Of our youth served in summer programming maintained their reading level to prevent summer slide



# THE RECIPE FOR SUCCESS

Our **Reading Buddy** volunteer program offers students one-on-one tutoring for 30 minutes every week. In addition, every child in our program receives access to the cutting edge **i-Ready technology program** which produces individualized lesson plans based upon each student's reading level. We wholeheartedly believe the combination of these two programs make up the recipe for success in improving the next generation of our youths' lives, and we have the numbers to prove it.

One 5th grader **arrived to ABW** in February on a **kindergarten reading level** and scored 417 points on his first i-Ready assessment. Immediately, we paired him with a Reading Buddy and ensured he worked on i-Ready.

**Only three months later**, his reading score increased by three grade levels and jumped 58 points. Success stories like his are only one of many.

**ABW changes lives.**



**BetterWorld**

# SIX KEY PROGRAMS

- Mental Health Counseling
- Prayer and Children's Choir
- i-Ready Technology
- Educational Activities
- Daily Hot Meals
- Hygiene Products & Basic Necessities



# OUR HISTORY

## WHAT WE HAVE DONE IN THE PAST



2001

Founded by Pastor Gilliard who identified a need for positive educational after school program. Started with 8 students 2 days a week.

We held our first annual golf tournament.



2006

Moved to our new facility on Freedom Drive!



2017

The i-Ready reading program was implemented. With 7 partner sites, the i-Ready program has improved 300+ students' reading level.



2020

We enhanced our program to serve students virtually during the COVID-19 pandemic and continued to provide meals, mental health services, and educational supplements for our children.



2021

Re-opened our doors in June 2021! We served 40+ youth each week during the academic school year and 70+ during our summer camp.



2023-2025

The Reading Buddy volunteer program launches in full force! Each week students receive one on one education from an in person or online tutor in addition to homework support from homework helper volunteers.



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# OUR LEADERSHIP

THE COMMITTED PEOPLE BEHIND ABW



Pastor Ken Gilliard  
Founder



Sandy Nicholson  
Operations Director



Maggie Bunzey  
Program & Literacy  
Coordinator



# GET INVOLVED

## BECOME A SPONSOR

Choose from one of the sponsorship options in the upcoming slides.

## BECOME A READING BUDDY

Volunteer to work with a student once a week for 30 minutes, either in person or virtually. No experience needed. Sign up today!

## MONETARY DONATION

Providing families with safe, effective, and cost-friendly care is critical to the success of our youth. We rely on donations to continue enriching the lives of our students.

# TITLE SPONSORSHIP

NUMBER OF  
FOURSOME  
TICKETS

3

MARKETING  
MATERIALS

- Signage
- Flyer
- Program Material
- Company Materials inside Thank You Bag
- Speaking Opportunity
- Digital Team Photo
- Social Media

YOUR  
DONATION

\$10,000

[SELECT SPONSORSHIP](#)

# GOLD SPONSORSHIP

NUMBER OF  
FOURSOME  
TICKETS

2

MARKETING  
MATERIALS

- Signage
- Flyer
- Program Material
- Company Materials inside Thank You Bag
- Speaking Opportunity
- Digital Team Photo
- Social Media

YOUR  
DONATION

\$6,000

[SELECT SPONSORSHIP](#)

# SILVER SPONSORSHIP

NUMBER OF  
FOURSOME  
TICKETS

1

MARKETING  
MATERIALS

- Signage
- Flyer
- Program Material
- Company Materials inside Thank You Bag
- Speaking Opportunity
- Digital Team Photo
- Social Media

YOUR  
DONATION

\$3,500

[SELECT SPONSORSHIP](#)

# OTHER SPONSORSHIP OPPORTUNITIES

## 1 Foursome \$1500

- Full access to golf course and car
- Lunch and refreshments included

## Putting Green \$500

- Advertising on putting green with a sign displaying your corporate logo for all tournament players to see
- Opportunity to place item in player gift bag

## Driving Range \$500

- Advertising on driving range with a sign displaying your corporate logo for all tournament players to see
- Opportunity to place item in player gift bag

## Hole Sponsorship \$250

- Advertising on a hole with a sign displaying your corporate logo for all tournament players to see

[SELECT SPONSORSHIP](#)

# PAST SPONSORS



Private Wealth



# SPONSORSHIP SELECTION



[Click here](#) to select a  
sponsorship package.

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