EQUITY NOW PRESENTS

LEGENDS PUBLIC CHARTER SCHOOL

AN INVITATION TO PARTNER



Pictured: a Legends alumnus, now a Legends Fellow

# MADE LEGENDARY

You're invited to sponsor a legendary moment for our scholars, and to put your company's name on it.

**INAUGURAL SEASON**

2026–27 school year

Lanham, Maryland

# What is Made Legendary?

Legends Public Charter School is launching Made Legendary, a series of challenges that celebrate our scholars for doing great things, like perfect attendance, straight A's, and making their first investment. Companies sponsor each challenge. Half of every gift goes straight to the scholars who rise to it, and the other half strengthens the school. Your company's name is on every celebration, at school and across Instagram and LinkedIn.

### SEVEN CHALLENGES
Spread across the school year, fall through spring

### HALF TO SCHOLARS
Half to the school, at every partner level

### YOUR NAME ON EVERY MOMENT
At school, online, and on stage

## HOW EVERY CHALLENGE COMES TO LIFE




### LAUNCH
We announce your challenge to scholars and families, with your company named from day one.




### RISE
Scholars cheer each other on, and the homeroom with the most qualifiers earns a class celebration.




### CELEBRATE
Winners receive their awards on camera, and your team is invited to present them.




### REPORT
Within 30 days you receive an impact report: participation, results, photos, and reach.

# One school year. Seven legendary moments.

| 7 | 900+ | 210 | $21,000 |
|---|---|---|---|
| challenges, fall to spring | scholars with a reason to rise | Legendary Awards of $100 each | to strengthen the school |

Totals when all seven challenges and the season's Presenting Partnership are sponsored.

| SEASON | CHALLENGE | WHAT SCHOLARS DO | GIFT | AWARDS |
|---|---|---|---|---|
| FALL | **Perfect Attendance**<br>Fall semester | No absences or tardies through the fall semester. Verified from attendance records. | $6,000 | 30 |
| | **Growth Leader**<br>Fall to winter i-Ready | The biggest gains between the fall and winter i-Ready diagnostics. | $6,000 | 30 |
| WINTER | **Reading Champion**<br>About eight weeks | Meet a personal reading goal set with each scholar's teacher. | $3,000 | 15 |
| | **Straight A's**<br>Report card period | All A's on the report card. Verified from official grades. | $3,000 | 15 |
| SPRING | **Perfect Attendance**<br>Spring semester | No absences or tardies for the full spring semester. | $6,000 | 30 |
| | **First Investment**<br>Family financial education | Scholars make a first $5 investment, and their award is deposited into that account. A gift that keeps compounding. | $3,000 | 15 |
| | **Exemplifying Excellence**<br>Teacher-nominated | Scholars nominated by their teachers for leadership and character. | $3,000 | 15 |

Each challenge has one sponsor. A $3,000 gift funds 15 awards; a $6,000 gift funds 30. If more scholars qualify than there are awards, winners are drawn at random and every qualifying scholar is recognized at school.

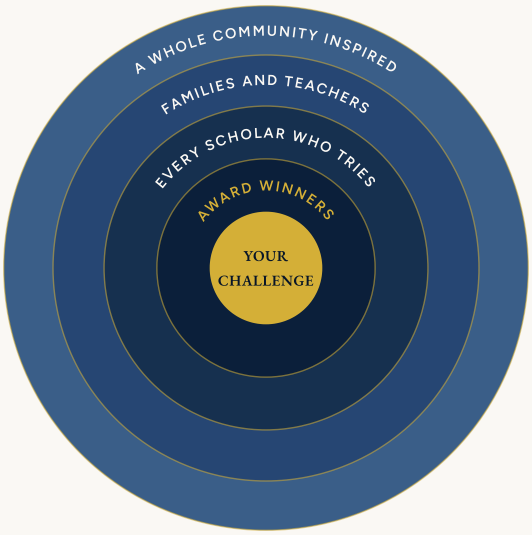


# The award reaches a few. The inspiration reaches everyone.

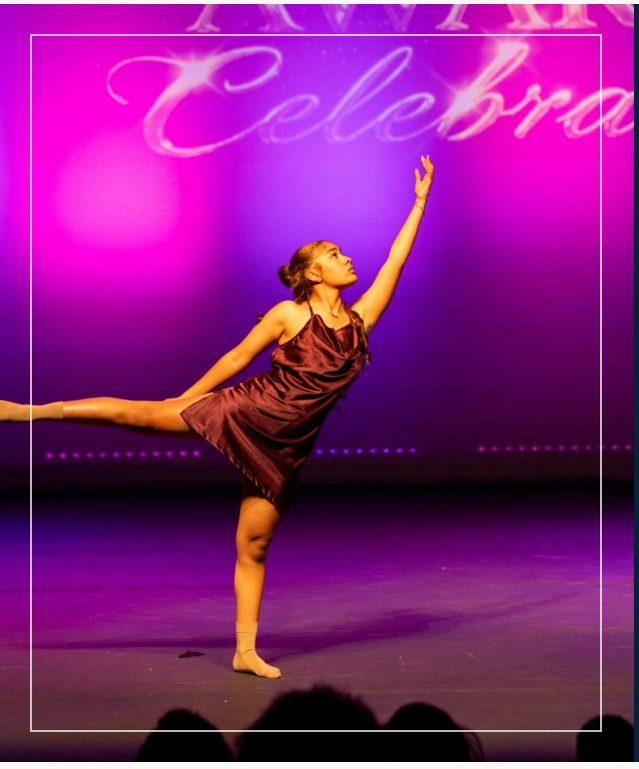
Take Perfect Attendance. Thirty scholars will earn a $100 Legendary Award. But every scholar in the building hears about it, and hundreds of them start showing up a little earlier and staying a little more focused, because someone believed in them enough to put a name on that belief.

Children rarely remember a lecture. They remember a moment: their name called out loud, the walk across the stage, the proof that their hard work was seen. Made Legendary creates those moments on purpose, seven times a year.

> We believe the next great leader of our nation is sitting in a Legends classroom right now.




One challenge. A ripple that keeps going.



## A NOTE FROM OUR BOARD CHAIR

When I was a boy, volunteers came into my classroom and taught us how money works and how to invest in the stock market. Decades later, I still remember it, and it still drives me. One moment like that can light a path for a lifetime. Made Legendary creates those moments on purpose.

**RASHEID SCARLETT**
Board Chair, Legends Public Charter School



04 WHY LEGENDS

# Back a school that's already winning.

Legends is a tuition-free K–8 public charter school in Prince George's County serving more than 900 scholars, 98% of them Black and Brown. Your gift doesn't fund a hope. It accelerates momentum that's already here.

**+14.9**
POINTS

### Ahead of Maryland's high-poverty schools in reading

45.6% ELA proficiency, versus 30.7% at similar Maryland schools, and 4.6 points ahead of Maryland's Black students.

**9.2%**
ABSENTEEISM

### Less than a third of the county's rate

Prince George's County's rate is 28.2% (2025–26). Showing up is a Legends habit.

**2**
ADULTS PER CLASS

### In every K–2 classroom

Our two-adult model gives our youngest scholars the attention that sets up everything after.

**8**
PARTNERS

### On stage with our educators in 2026

Every Charter Day teacher award was presented by a named partner. Made Legendary brings that spotlight to scholars.

Sources: reading, 2026 MCAP results and MSDE deep dive presented to the Maryland State Board of Education, August 2026. Chronic absenteeism, Maryland School Report Card, 2025–26.

**A LEGEND IS WHO THEY ARE AND WHAT THEY WILL BE.**

# What your company gains.

## Your name on the best news in the feed

Every post on Instagram and LinkedIn credits your company by name. On LinkedIn especially, it's the story clients, colleagues, and future hires share.

## A day your team won't forget

Bring your people to present the awards. Employees remember the day their company showed up for kids, and so do the kids.

## Proof of impact you can share

An impact report on participation, results, photos, and reach, ready for your annual or community-impact report.

## A lasting place in the building

Classroom and Presenting Partners sponsor a Legends classroom for the full year, with plaques inside and outside the door.

## A gift that works twice

Half rewards scholars directly. Half strengthens a school already outperforming the state. All of it is tax-deductible.




$1,500
TO SCHOLARS

$1,500
TO THE SCHOOL

## Where a $3,000 gift goes

Fifteen $100 Legendary Awards go straight to the scholars who meet the challenge, presented with your company's name on them. The other $1,500 supports teacher retention, classroom resources, and the programs behind every achievement. The same 50/50 split applies at every level.

# Choose your legendary moment.

Pick a challenge and a level. Every level splits evenly between scholar awards and the school.

## CHALLENGE PARTNER

**$3,000**

15 scholar awards and $1,500 to the school

### One focused challenge

- Your name on one challenge, in every post, video, and announcement
- Your logo on the Made Legendary page of our website
- Your team invited to present awards to your scholars

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## CLASSROOM PARTNER

**$6,000**

30 scholar awards and a classroom for the year

### A semester-length challenge, plus a classroom

- Everything in Challenge Partner
- A Legends classroom sponsored for the full school year, with plaques inside and outside
- A ribbon-cutting photo moment with scholars to unveil your classroom

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## PRESENTING PARTNER

**$12,000**

60 more awards across the season, and $6,000 to the school

### One available: your name on the season

- "Made Legendary, presented by [Your Company]" on all seven challenges, plus 60 extra awards spread across them
- A Legends classroom for the full year, with plaques and a ribbon-cutting moment
- Recognition at the 7th Annual Charter Day Awards Celebration

MADE LEGENDARY

## EVERY PARTNER RECEIVES

- ☐ Scholar winners showcased on Instagram, LinkedIn, and legendsschools.org
- ☐ Professional photo and video of your challenge winners
- ☐ Ready-to-post content for your own channels
- ☐ Your logo in family newsletters through ParentSquare
- ☐ An impact report within 30 days of your challenge closing
- ☐ A tax receipt from Equity Now, Inc., a 501(c)(3) nonprofit

**THE FULL SEASON**

With all seven challenges and the Presenting Partnership sponsored: 210 Legendary Awards for scholars, $21,000 for the school, and a reason to rise for every one of our 900+ scholars.




# Ready to create a legendary moment?

## 1

### PICK YOUR CHALLENGE

Choose a challenge and a level. Challenges are held first come, first served.

## 2

### TALK WITH PAM

We confirm your challenge, timing, and how you'd like your name to appear.

## 3

### MAKE YOUR GIFT

Give to Equity Now, Inc. We schedule your launch and your moment on stage.

**FOUNDING PARTNERS**

The first three partners to commit are named Founding Partners of Made Legendary, recognized permanently on the program page as the companies that started it all.


## PAM BOYD

Director, Development & Community Engagement

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EQUITY NOW LEGENDS


Gifts are made to Equity Now, Inc., the 501(c)(3) nonprofit that operates Legends Public Charter School (EIN 82-2008232), and are tax-deductible to the extent allowed by law.


#MadeLegendary