

Is the life of a child worth \$1 to you?

Dear Friend,

As you can see, I have attached a crisp, new \$1 bill to the top of this letter.

Why have I done this? Actually there are two reasons:

1) I have something very important to tell you and I needed some way to make sure this letter would catch your attention.

2) And secondly, since this letter contains important information about how you can gain positive exposure in the community while entertaining important clients, I thought using a dollar bill as a financial eye-catcher was a good idea.

Here's the story...

If you're like me, you probably had a mentor growing up. Someone who inspired you to go places and reach heights you never thought you could reach on your own. Someone who challenged you to speak up, ask for what you wanted and to dream your own "impossible dream." And I'll bet that mentor is the reason you're the successful person you are today. Because there was someone in your life... a parent, a teacher, a religious leader, a businessperson who made the effort to guide you to become a productive, responsible, citizen of this great country.

Jamie wasn't so lucky. She grew up in a broken home. Her father left when she was only 5. Her mother had to hold down 2 jobs just to make ends meet. Then Jamie began failing in school, running around with the wrong crowd and finally ended up getting in trouble with the law. Lucky for Jamie, her mother had a friend who recommended Boys & Girls Clubs. Jamie started going after school. With the encouragement and support of her new "mentors" Jamie, turned her life around and today is on her way to college and a better way of life for herself and her mother.

You know, Jamie is one of the lucky ones. Because of the Boys and Girls Club Movement, the fastest growing youth services organization in the U.S., right here in the Mississippi Delta, we have over 5,500 members in six counties.

As Roxanne Spillet, President of Boys & Girls Clubs of America recently stated, "***We are not in the business of counting kids, We are in the business of changing and saving lives. We cannot afford to close a single door.***"

(over please)

That's why I'm writing you today. To invite you to make a difference in the life of a child. Our core programs include:

- \$ **Character & Leadership Development**, *to build tomorrow's ethical leadership.*
- \$ **Education and Career Development**, *because the greatest gift you can give a child is to give them a job; a chance to prove themselves and excel.*
- \$ **Health & Life Skills**, *to insure they have a healthy attitude, body and spirit*
- \$ **Artistic Expression**, *to help uncover dormant creativity, begging to surface.*
- \$ **Sports, Fitness and Recreation**, *promoting teamwork, physical fitness and sportsmanship.*

We provide a safe place to learn and grow. Our kids maintain a healthy relationship with caring, adult professionals who inspire them with life-enhancing programs and character development experiences that last for the rest of their lives. Most of all, we give them hope and opportunity for a better way of life.

With that in mind, I'd like to invite you to join us for our 1st Annual Steak and Burger Dinner to be held April 9, 2005 in Tunica, Mississippi. This gala event will take place at the Grand Casino Convention Center and will begin at 6:00 p.m.

We want to make a real impression on our kids, so you'll be served burgers while our Boys & Girls Club members will have hot, juicy steak, with all the trimmings. The program will recognize our outstanding Club members as well as our 2004 Youth of the Year. Before dinner, there will a silent auction to help us meet our goal of raising \$100,000.

Not only that, you'll have a unique opportunity to help improve the life of a child by sponsoring a table at this event. For less than \$7 a day, you can make a monumental, meaningful difference in inspiring future leaders.

Plus you'll gain these advantages:

- \$ **Positive exposure for your company in the community**
- \$ **To support a local worthwhile charitable cause**
- \$ **Your sponsorship is tax-deductible to the extent allowed by law**
- \$ **It's a meaningful way to entertain clients and reward employees**

Won't you consider sponsoring a table for the Boys & Girls Clubs of the MS Delta? Sponsorships range from \$1500 to \$15,000 and include dinner and recognition in all publications and at the event itself.

Enclosed you will find a Sponsorship Level Participation Form for you to fill out and return in the envelope provided. Or simply call our Administrative Office at 662-846-4691 and we'll make all the arrangements.

Sincerely,

Peggy Linton
Event Chair
Boys & Girls Clubs of the MS Delta

P.S. What is the life a child worth to you?