



May 30, 2014

Dear Friends of the Community,

On behalf of *Books From Bobby*, I would like to extend an invitation to you and your company to become a donor for the "**Get Caught Reading Campaign**" or a sponsor for our annual Gala event. *Books From Bobby* is a non-profit organization with a simple vision that started with twelve year- old Bobby Washington. We seek an "Illiteracy Free World." We realize our vision by staying true to our mission: "To promote literacy by empowering children, families, and communities to access quality education." So while providing books is a basic premise of *Books From Bobby*, we give greater depth to our mission by organizing and promoting literacy activities, collaborating with organizations to host community service projects, supporting a tutoring program, building libraries and providing textbooks with accompanying teaching aids, school supplies, educational games and equipment.

June through December of 2014, we are launching our "**Get Caught Reading Campaign**" which is a national effort that promotes literacy activities and encourages people of all ages to attend community literacy programs. Participants at each event will have an opportunity to receive a free book, win prizes and play games that promote literacy. *Books From Bobby* has planned several literacy events during this campaign period including the following:

- **June 7: Skating Party at Skate South from 7-9pm** is a fundraiser to fight illiteracy and inspire a culture of reading for children. The funds raised will pay for transportation to send textbooks to children in Africa and help fund some local children's literacy programs.
- **July 12:** We have partnered with Zumba instructor Kat Joseph to host a **Fashion Show and Zumbathon** to help raise funds for the transport of books to Africa and support of current reading initiatives.
- **August 2: Family Fun-Day at Zip Zone Go Cart Park** offers a fun-filled day with attractions for the entire family, plus many educational activities and giveaways that promote literacy.
- **August 16: All City Block Party** offers food, drinks, live music, a raffle and more while supporting local literacy programming for preschoolers to adults.
- **September 8: Barnes and Nobles will host a Books From Bobby Book Fair** to promote **International Literacy Day**. This event will highlight our "**Get Caught Reading Campaign**" and showcase books for children ages PK -12. Apart from display of books the fair will include other activities and games that promote literacy.



- **September 13: Faces of the World Gala** celebrates all of the sponsors, partners, people and projects that have helped us in our mission to promote literacy by empowering children, families and communities to access quality education. It's a formal event where guests will enjoy food and entertainment throughout the evening.
- **September 22:** We are launching our first after- school tutoring program called **Project Eli<sup>2</sup> (Enriching Literacy Initiative in Iowa)** at Callanan Middle School. We will provide an informal academic program that supports minority, immigrant, and refugee youths in achieving grade-level performance in all content areas. Most of the youth who will be served by this program are recommended by a teacher, receive free and/or reduced lunch, and are from a low-income household and/or the child earned a D or F in at least one subject area.
- **December: Callanan Book Swap** is a partnership with the Callanan Middle School Parent Teacher Association (PTA), where students and families will recycle books and exchange gently used reading books for gently used and/or new ones. Trading takes place during grade-level lunchtime. The event encourages students to read over the winter break. .

We are inviting local and national businesses to support our events by providing food/beverages, printing posters and t-shirts, or donating rental space. *Books From Bobby* will also be giving away electric devices at each event to encourage reading. Donations of devices such as iPads, Kindles, E-Readers, or Nooks would also be greatly appreciated.

We are also looking for sponsors to underwrite the costs of shipping a sea container filled with books to Liberia and the **Annual Faces of the World Gala**.

If providing sponsorship for *Books From Bobby* is an option for you and your company, please take some time to review the information included with this letter. I am confident you will find a level of sponsorship that will be comfortable for your company as well as beneficial to our organization.

Thank you for your time. We are looking forward to an exciting year of events and eager to discuss with you how you can help support our community and literacy activities. I look forward to hearing from you. If you have any questions feel free to contact me at 515-208-5082.

Sincerely,

Stacie Mitchell-Gweah  
Co-Founder



## 2014 Get Caught Reading

### Sponsorship

#### Platinum Sponsorship \$5,000

Gold sponsorship will be acknowledge for the duration of the awareness and fundraiser campaign in the following ways:

- Complimentary exhibit/vendor space at all events
- Complimentary tickets to the September Gala for up to eight representatives
- Publicly acknowledged at all Books From Bobby events
- Press releases produced and released by Books From Bobby
- Books From Bobby website and social media sites
- Annual report
- September Gala

#### Gold Sponsorship \$3,500

Gold sponsorship will be acknowledge for the duration of the awareness and fundraiser campaign in the following ways:

- Publicly acknowledged at all Books From Bobby events
- Complimentary tickets to the September Gala for up to six representatives
- Press releases produced and released by Books From Bobby
- Books From Bobby website and social media sites
- Annual report
- September Gala

#### Silver Sponsorship \$2,000

Silver sponsorship will be acknowledge for the duration of the awareness and fundraiser campaign on the

- Press releases produced and released by Books From Bobby
- Books From Bobby website and social media sites
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#### Bronze Sponsorship \$1,000

Bronze sponsorship will be acknowledge for the duration of the awareness and fundraising campaign on the

- Books From Bobby website and social media sites
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- September Gala

"We seek an illiterate free world!"



Empowering Children • Families • Communities  
**Sponsorship Registration**

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\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Please indicate Sponsorship Level:**

\$1,000    \$2,000    \$3,500    \$5,000    Other \$ \_\_\_\_\_

Please return form with your check to:

Books from Bobby  
4620 SE 3<sup>rd</sup> Street  
Des Moines, Iowa 50315

For future information, call Stacie Mitchell-Gweah at 515-208-5082 or email [Stacie.Mitchell-Gweah@BooksFromBobby.org](mailto:Stacie.Mitchell-Gweah@BooksFromBobby.org)

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*Books From Bobby Inc. is a recognized 501(C) (3) organization under the Internal Revenue Code. Donations are tax deductible to the fullest extent of the law. Books From Bobby Inc. **Federal I.D. # is 46-2319517**. A copy of the current financial statement of Books From Bobby Inc. located at 4620 SE 3<sup>rd</sup> Street, Des Moines, Iowa, will be sent without cost to Iowa residents. The requester may call 515-208-5082*

"We seek an illiterate free world"!



Empowering Children • Families • Communities

# Books From Bobby's Wish List

<b>One Time Immediate Needs</b>
40 foot sea container and transportation of the container to Liberia
Promotional materials for the "Get Caught Reading Campaign" such as shirts, wristbands, etc.
Brochure holders and 8X11 or larger plastic displays
<i>In Focus or overhead projector with bulb(s)</i>
<i>Portable tripod projector screen</i>
<i>Adobe PDF Acrobat Professional Software</i>
<i>Awards and/plaques for September Faces of the World Gala Event</i>
<i>Nonprofit Accounting Software</i>
<i>Space to hold the September Faces of the World Gala Event (approximately 400 people)</i>
<i>Storage space for books</i>
<i>Office space</i>
<b>On-going Needs</b>
<i>Kindles, Ipads, E-Readers, Nooks, Netbooks portable computers and tablets with Wi-Fi capabilities</i>
<i>Gift baskets, gift cards, gas cards, and other incentive items for students and volunteers</i>
<i>Food and prizes for events</i>
<i>Printing services</i>
<i>Forever postage stamps</i>