



**JUNIOR LEAGUE OF
GRAND RAPIDS INC.**
Women building better communities

May 2009

Dear Community Member,

We are so thankful you are taking the time to consider helping women and children in our community. As volunteers for the **Junior League of Grand Rapids (JLGR)**, we focus our efforts on creating enrichment activities for the disadvantaged youth in our area. This includes providing positive role models for young girls who have been removed from their homes or for children who attend local after-school programs. We supply children with mentors, teach them how to make healthy food choices, increase physical activity, and try to open their eyes to the many wonderful opportunities that exist in Western Michigan. Our goal is to invest as much as possible in our youth so that they may grow to become well-rounded and giving individuals.

Each year the **Junior League of Grand Rapids** holds an event called *Beneath the Wreath* that provides the majority of funding for our projects, allowing us to continue serving the community. This year, *Beneath the Wreath* will be held on November 6th, 7th and 8th at the St. Nicholas Cultural Center on East Paris Avenue. We greatly appreciate having the opportunity to discuss your company becoming a corporate sponsor of our event. Details regarding available sponsorship levels can be found in this presentation folder. We hope that you will consider partnering with the **Junior League** for this event.

We expect that you would like to know more about our organization and the *Beneath the Wreath* event before making a decision. This folder has been prepared to answer your questions about who we are and what we do. Copies of our audited financial statements, strategic plan, and mission and focus statements are available on our website. We would also be happy to provide paper copies upon your request. For your convenience we have included proof of our non-profit status. With an attempt at brevity, here are some highlights that may answer a few of your questions and hopefully pique your interest in finding out more about us.

- Active not-for-profit in Grand Rapids since 1926. We are an outgrowth of the Butterfly Guild of Butterworth Hospital and currently have over 80 active members from a variety of personal and professional backgrounds. We also have the experience and knowledge base of over 150 sustaining members who remain involved.
- Volunteers are trained in a variety of skills including project management, health and child care, and the arts. By investing in the growth of our volunteers, our funds continue to show returns long after the initial monies are spent. The quality of our volunteers is what sets us apart from most not-for-profit organizations and are the main reason for our success.
- Brought the Very Special Arts (VSA) program to Western Michigan. Provides special needs children with the opportunity to learn through, participate in, and enjoy the arts. This project has grown to function on its own. -- www.vsarts.org
- Founded Noogieland Clubhouse at the Gilda's Club of Grand Rapids. Provides children dealing with cancer (their own or a loved one's) with a place to relax and receive social and emotional support -- www.gildasclubgr.org
- Coordinate Kids in the Kitchen which is a one day event that partners with local organizations to empower youth to make healthy lifestyle choices and help reverse the growth of childhood obesity. -- www.kidsinthekitchen.ajli.org
- Act as mentors to girls in a residential program at St. John's Home. We provide fun, educational activities and positive support to young girls who have been removed from their homes. -- www.stjohnshome.org

•Coordinate events for youth who attend the Grand Rapids Youth Commonwealth / Boys and Girls Club in order to build character through recreation, education, and positive experiences. -- www.bgcgryc.org

These are just a few of the many projects the **Junior League of Grand Rapids** has planned and organized. We have included more information on these and others within this folder. Be assured that if you choose to become a sponsor for *Beneath the Wreath*, your money will stay in Grand Rapids and be put to very good use. All money raised at this event goes directly to our projects.

We know that our passions may not be the same as yours. So, from a business perspective, what would your organization get out of sponsoring *Beneath the Wreath*?

•*Beneath the Wreath* has an annual attendance of approximately 5,000 people. Your company's name will be visible at this community, fundraising event.

•Media coverage of the event is tremendous. It has consistently been chosen as the "Top Pick" from John Gonzales' "Going Gonzo" in the Grand Rapids Press, has had numerous segments on the Take 5 show seen on WZZM TV Channel 13, and is often talked about by local radio show hosts as an event not to miss. These are UNPAID endorsements. The Grand Rapids community loves this event, because the money it raises supports their needs.

•Customers want to do business with companies who care about their community. Sponsoring *Beneath the Wreath* would provide your organization with community recognition for the value you place on improving the lives of local children, the support you demonstrate to volunteerism, and the importance you place in ongoing skill training.

•The projects mentioned above have been served by thousands of local volunteers. Your employees care about their community and they care about what your company supports within that community. Supporting the **Junior League** shows you support what is important to them. Improve your corporate morale and your recruiting efforts by becoming a sponsor.

•Donations to our organization are tax deductible.

Please consider partnering with us to make Grand Rapids an even better place for our youth, our families, and our businesses.

Thank you for taking the time to consider our proposal. If you are interested in learning more, we would love the opportunity to show you our project locales and to discuss any clarifying points you may have regarding sponsorships. You can be assured that your assistance will have a major impact in our Grand Rapids community.

Sincerely,



Katherine Holmes
Beneath the Wreath Chair
Junior League of Grand Rapids