



June 2019

To whom it may concern,

Chicas Latinas de Sacramento would like to formally invite you to participate in and contribute to our annual "Starting Off on the Right Foot" Shoe Drive, benefiting the students at Glenwood Elementary School. We are looking to business and community sponsors to help us achieve our goal of providing EVERY student at Glenwood a pair of new shoes for the 2019 school year! There are multiple sponsorship levels to choose from. One hundred percent of all donations will be used toward purchasing new shoes.

The students who attend our sponsored schools live in underserved Sacramento communities and lack basic back-to-school supplies. An often overlooked and basic necessity -- shoes. Shoes that fit, are free of holes, have intact soles, and are not a hand-me-down are a luxury item to many of the children who attend our sponsored schools. It is our goal to see that in 2019 EVERY child at Glenwood Elementary School is able to start the new year on the right foot!

About "Starting Off on the Right Foot"

During the spring and summer months, Chicas Latinas de Sacramento holds a community donation-drive, to collect NEW shoes for the children at our sponsored school; this year, Glenwood Elementary School. New shoe and monetary donations will be accepted at any of our drive events, additionally monetary donations will be accepted online and by mail. Chicas Latinas will host a "Starting Off on the Right Foot" distribution event at our sponsored school in early October, where bilingual volunteer and media opportunities will be available.

2014 – Hagginwood Elementary: Distributed 100+ pairs

2015 – Woodbine Elementary: Distributed 400+ pairs

2016 – Del Paso Heights Elementary: Distributed 500+ pairs

2018 – D.W. Babcock Elementary: Distributed 500+ pairs

About Glenwood Elementary

Glenwood Elementary School is part of the Robla Elementary School District.

Glenwood Elementary serves approximately 500 K-6th grade students. Over 60% of the students identify as Hispanic/Latino and 93% of the entire student-body are considered socioeconomically disadvantaged. Please consider supporting Chicas Latinas' 2019 shoe drive, and help send Sacramento area children back-to-school on the right foot!



Sponsorship Information

1) **Shoe-Drive Sponsor:** \$1,000 Gold Star Sponsorship (1 available)

Become a Shoe Drive Star-Supporter by covering the purchase of 40 pairs of NEW shoes!

- 100% of your sponsorship donation will go towards the purchase of new shoes.
- Feature your name and/or business name and logo on our social media sites and shoe drive landing page (publishing summer 2019).
- Option 1: Chicas Latinas will host an IRL shoe-drive event at your business location to collect new shoe and monetary donations.
- Option 2: Chicas Latinas will host a 1-day social media campaign, dedicated to your business, to raise monetary funds for the shoe drive.
- Opportunity for your business to volunteer at our distribution day (media coverage!).

2) **Shoe-Drive Sponsor:** \$250 Silver Star Sponsorship (5 available)

Become a Shoe Drive Star-Supporter by covering the purchase of 10 pairs of NEW shoes!

- 100% of your sponsorship donation will go towards the purchase of new shoes.
- Feature your name and/or business name and logo on our social media sites and shoe drive landing page (publishing summer 2019).
- Opportunity for your business and staff members to volunteer at our distribution day (media coverage!).

3) **Host a collection event:** \$50 (2 available)

- Feature your name/business name and logo on our event materials and calendar.
- Chicas Latinas will promote your drop-off event.
- Chicas Latinas will provide a collection box.

*Sponsorship commitment deadline is July 31, 2019. Donations are tax-deductible.

Thank you for your support and consideration,

Susana Becerra
Board Secretary
Chicas Latinas de Sacramento
committees@chicaslatinasdesacramento.org

About 'Chicas Latinas de Sacramento'

Chicas Latinas de Sacramento, a local cultural and volunteer cultivation nonprofit, composed of over 300 members, with the collective mission to make a positive impact in both the Latin and Sacramento community by improving, connecting and embracing our culture and the community in which we call our home. Tax ID #461048619
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