



Dear Friends,

We invite you to become a sponsor for the **annual ARCC Fundraising Luncheon on Thursday, February 28, 2013**. The purpose is to raise money to support the programs of ARCC and, thus, to literally change lives. Our clients from the infants through five-year-olds in the First 5 program to our 90 students who are mentored at Ocala Middle School, from teens resisting gang affiliation and addiction to the mentally ill adult requiring crisis support, benefit from your generosity.

- For some of our clients ARCC is a life line -- the difference between succumbing to at-risk or violent behaviors and building a foundation of self-esteem that will carry them into healthy adulthood.
- For some families ARCC programs provide the bridge to kindergarten readiness, the chance to complete elementary school, middle school and to graduate from high school. Many will be the first in their family to earn a high school diploma and to contemplate college.

With your support we can make this event a resounding success and impact the lives of the many youth and families served by ARCC. Last year we raised over \$40,000 to fund the Ocala Mentoring Program. This year we are raising the bar. Our guests will include an impressive list of local government representatives as well as leaders in the NPO and NGO organizations that make such a difference in our community. We are anticipating representation from key local corporations and strategic partners who, with ARCC, provide a safety net for some of our most vulnerable neighbors. And our fundraising will be aimed toward supporting all twelve ARCC programs along a comprehensive continuum of care.

Returning event co-chairs Meri Maben, District Director in the Office of Congressman Mike Honda, and Darcie Green, Community & Government Relations Manager at Kaiser Permanente and a trustee of the Alum Rock Unified School District are our co-hosts. Guests will enjoy a reception and luncheon that is timed with respect to busy schedules. We will begin on time and complete the program in one hour. In that hour, guests will be reminded of the generosity of our sponsors as they listen to the stories that are the heart of this event – stories from young people whose lives have been changed by their participation in ARCC programs.

The theme is **"unmasking the potential of today's youth"** and the artwork created by students in our Ocala Middle School Mentoring and Support Program will be featured – masks that illustrate how they see themselves and how they believe the world perceives them. In addition we have invited twelve local artists to create masks as well that embody the day's theme. These donated works will be available for purchase by silent auction at the VIP Reception preceding the luncheon.

We offer sponsorship opportunities at many levels – for both the individual and corporate sponsor. Please consider the enclosed menu of sponsorships and choose a level that underscores your commitment to ARCC and the clients we serve. We will make every effort to shine the spotlight on your support through our monthly e-newsletter, website, public relations efforts and more both before and after the February 28 event.

Thank you very much for your support of ARCC – together we can truly make a difference in the lives of at-risk youth in our community. Please contact Stephanie Demos (rsvp@alumrockcc.org) with any questions.

Sincerely,

Stephanie Demos
Development Director