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A Caring Hand, The Billy
Esposito Foundation
c/o Powered by Professionals
1375 Broadway, 3rd Floor
New York, NY 10018

www.acaringhand.org

tel: 212.561.0622

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Dear Friend,

I am the founder of **A Caring Hand, The Billy Esposito Foundation** (ACH), a not-for-profit public charity, and my involvement with this foundation has meant so much to me. ACH's mission is to meet bereaved children and families wherever they are in their grief and fulfill their needs in a caring and knowledgeable environment through services to help them with their emotional journey and financial assistance to aid their future education. ACH also opened and operates the only comprehensive, free-standing bereavement center in Manhattan.

Why are you receiving this letter?

I am writing to request your participation in ACH's seventh annual fundraising gala, ***Handing Our Children A Brighter Future***, to be held on Thursday, April 30, 2009 from 6:00 PM to 10:00 PM at the **Altman Building** in **Manhattan**.

How can you make a difference?

Proceeds from the annual fundraising gala benefit bereaved children and their families.

To help, you can:

- **Take advantage of one of the attached sponsorship opportunities.**

How will your donation help?

Your sponsorship will be used to provide funds for:

- Professional counseling staff at the Bereavement Center
- Supplies for children to express their grief through art therapy
- Educational scholarships for bereaved children

Please see the attached materials for more information about the gala and ACH or to make a contribution. Thank you in advance for your support.

Sincerely,

Susan Esposito-Lombardo
A Caring Hand, The Billy Esposito Foundation

“Thank you for showing my daughter she can still grow up to be a normal kid.”

-A parent attending sessions at A Caring Hand, The Billy Esposito Bereavement Center

How can your company benefit from making a donation?

- In addition to helping bereaved children and families, all 500 gala guests will be exposed to your company's brand through various marketing pieces to ACH's database, including mention in invitations, newsletters and emails.
- Studies have shown that people are more likely to buy products or use services from a company that is socially-conscious or donates to charities. Show people that your company cares about this cause.

What cause does ACH address?

- ***Up to 5% of children will experience the death of a parent before the end of high school;*** if 5% of all children experience the death of a parent by age 18, there are potentially 13,000 bereaved students in Manhattan.
- In addition, as many as 90% of high school students experience the death of a grandparent, aunt, uncle, sibling, or some other special person; 40% deal with the death of close friend their own age; 20% witness a death, creating a critical need for bereavement services.
- Children with unresolved childhood grief following the death of a father are five times more likely to commit suicide, nine times more likely to drop out of high school and twenty times more likely to have behavioral disorders.
- For some young people, grief cast aside and ignored can lead to life long problems with school, work and relationships.

What is ACH's approach to this problem?

- **A Caring Hand, The Billy Esposito Bereavement Center** helps children, teens, caregivers, teachers and professionals learn healthy ways of dealing with grief.
- Services focus on expression, coping, remembering and community building – the essential components of grief work – using child-friendly activities including art, games and writing.
- We also help caregivers understand their own feelings, the grief journey of their child and how to feel confident parenting in the aftermath of a death.
- We help children manage the pain of their past and find joy to take them into the future.
- ACH also awards educational scholarships to bereaved children who may have otherwise lost the opportunity to pay tuition with the passing of a parent.

What makes ACH unique?

- ACH proudly opened and operates the only comprehensive, free-standing bereavement center in Manhattan.
- *Because ACH runs its own bereavement center, we can oversee all administrative costs and make sure we are getting discounted rates whenever possible. You can be sure your donation will be used efficiently and will make a tangible impact on bereaved families.*

What has ACH already accomplished?

- In early 2008, ACH opened the first and only free-standing Bereavement Center in Manhattan.
- ACH has awarded over \$200,000 in educational scholarships and grants to bereavement centers over the past six years.
- ACH has already helped a significant number of children and families during the *first half year* of the Bereavement Center.
- ACH plans to double the number of children and families each year, but can only do so with your help.
- ACH has partnered with the **American Red Cross**, which will refer bereaved families to the Bereavement Center.

“Can I stay here with you?”
-A child attending sessions at A Caring Hand, The Billy Esposito Bereavement Center

What are ACH’s goals for the future?

- Through educational grants and services at the Bereavement Center, ACH hopes to help bereaved children and family members cope with the death of a parent.
- Our foundation’s long-term goal is to be a resource for every bereaved child in New York City.
- *With your help, we can make this vision a reality.*

Where can you find more information?

- To learn more, please visit our website at www.acaringhand.org and watch the short video, *A Caring Hand: Handing Our Children A Brighter Future*, featured on the website’s homepage.
- Contact Cortney Smith at 646.278.6727 or cortney@poweredbyprofessionals.com.
- See the attached form for opportunities to contribute.

I hope you will join me in supporting this wonderful and worthwhile cause.

A Caring Hand, The Billy Esposito Foundation
Handing Our Children A Brighter Future
Sponsorship Opportunities

Healer - \$500,000 payable over three years – Naming Opportunity

Recognition opportunity:

- Co-naming rights with **A Caring Hand, The Billy Esposito Foundation of the Bereavement Center** and on central donor wall for three years

You will receive the following for the next three years:

- **Two tables of ten in a VIP area with a private staff at the gala**
- Prominent signage on the exterior entrance and in the reception area of the Bereavement Center
- Name printed on ACH letterhead and Bereavement Center letterhead
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases for three years
- Acknowledgement in A Caring Hand's promotional emails
- Name and/or company logo prominently printed on ACH's 2009 gala invitation
- Special recognition/signage at the 2009 gala, which will be attended by over 500 people
- Opportunity to speak at the 2009 gala

Restorer - \$250,000 payable over two years - Naming Opportunity

Recognition opportunity:

- Naming opportunity of Reception Area and on central donor wall for two years.

You will receive the following for the next two years:

- **Two tables of ten in a VIP area with a private staff at the gala**
- Prominent signage in the reception area
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases for two years
- Acknowledgement in A Caring Hand's promotional emails
- Name and/or company logo prominently printed on ACH's 2009 gala invitation
- Special recognition/signage at the 2009 gala, which will be attended by over 500 people

Giver of Hope - \$100,000

Recognition opportunity:

- Two year naming opportunity of an ACH Bereavement Center Counseling Room (six available) and on central donor wall.

You will receive the following for the next two years:

- **Two tables of ten in a VIP area with private staff at the gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases
- Acknowledgement in A Caring Hand's promotional emails
- Name and/or company logo printed on ACH's gala invitation
- Recognition at the gala, which will be attended by over 500 people

Protector - \$50,000

Recognition opportunity:

- Three year name listing on central donor wall.

You will receive the following for one year:

- **One table of ten in a VIP area with private staff at the gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases
- Acknowledgement in A Caring Hand's promotional emails
- Name and/or company logo printed on ACH's 2009 gala invitation
- Recognition at the 2009 gala, which will be attended by over 500 people

Giver of Shelter - \$25,000

Recognition opportunity:

- Counseling Room furnishings and one year name listing on central donor wall.

You will receive the following for one year:

- **One table of ten at the 2009 gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases
- Name and/or company name and logo printed on ACH's 2009 gala invitation
- Recognition at the 2009 gala, which will be attended by over 500 people

Benefactor - \$10,000

Recognition opportunity:

- One year name listing on central donor wall

You will receive the following for one year:

- **One table of six at the 2009 gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases
- Name and/or company logo printed on ACH's 2009 Gala invitation
- Recognition at the 2009 gala, which will be attended by over 500 people

Supporter - \$5,000

Recognition opportunity:

- One year name listing on central donor wall

You will receive the following for one year:

- **Five tickets to the 2009 gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases

Friend - \$2,500

Recognition opportunity:

- One year name listing on central donor wall

You will receive the following for one year:

- **Two tickets to the 2009 gala**
- Acknowledgement of gift and name mentioned on website and in all public relations materials related to the ACH Bereavement Center, e.g. ACH newsletter, press releases

Other Amount

- ACH will be happy to accept donations of any amount if you are unable to match the stated guidelines. Please fill out the attached form if you would like to contribute.

Non-Cash Donations

- ACH also seeks items to use in live and silent auctions, such as vacation packages, gift certificates, sports and music memorabilia, and celebrity experiences. These donations are fully tax-deductible.
- ACH would be honored if your company would underwrite the evening's flowers, music, or pre-dinner reception.
- To learn more about these opportunities, please contact Ken Grosso at 646.278.6737 or ken@poweredbyprofessionals.com or fill out the attached form.

A Caring Hand, The Billy Esposito Foundation
Handing Our Children A Brighter Future
Sponsorship Donation & Contribution Form

Please mail, fax, or email this form to the following address:

A Caring Hand, Ken Grosso
 c/o Powered by Professionals
 1375 Broadway, 3rd Floor
 New York, NY 10018
 Phone: 646.278.6737
 Fax: 212.591.6543
 Email: ken@poweredbyprofessionals.com

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip : _____

Daytime Phone: (____) _____ - _____ Evening Phone: (____) _____ - _____

Email: _____

<i>Level of Sponsorship</i>	<i>Other Opportunities</i>
<input type="checkbox"/> Healer \$500,000 <input type="checkbox"/> Restorer \$250,000 <input type="checkbox"/> Giver of Hope \$100,000 <input type="checkbox"/> Protector \$50,000 <input type="checkbox"/> Giver of Shelter \$25,000 <input type="checkbox"/> Benefactor \$10,000 <input type="checkbox"/> Supporter \$5,000 <input type="checkbox"/> Friend \$2,500	<input type="checkbox"/> I would like to learn more about donating an item or experience to your silent or live auction. These donations are fully tax-deductible. <input type="checkbox"/> I would like to learn more about underwriting the evening's flowers, music or reception.

Credit Card: Visa MasterCard AmEx

Credit Card Number: _____ Expiration Date: _____

Security Code: _____ Signature: _____

Check: Please make your check payable to **A Caring Hand** and enclose it in an envelope with this form.

Donor wishes to remain anonymous.

**A Caring Hand is a not-for-profit public charity recognized by the IRS under 501 (c) (3).
 A Caring Hand's EIN # is 27-0013948.*