



9/17/2021

Greetings,

My name is Dr. Kelechi Egwim and I am the Executive Director of Appeal Incorporated. The current global pandemic has reaffirmed the importance of community power and wealth building, which is why I am writing to you, with an opportunity to be a sponsor for a very worthy cause: The first community-based national Black credit union. Its purpose is to support and promote development and empowerment within the Black community by facilitating collective financial and economic self-sufficiency, and promoting group prosperity through its services.

Appeal's mission is to organize and strategically utilize the vast resources of people of African descent, locally, nationally and globally to facilitate economic empowerment and educational enrichment for the production of strong, self-sufficient and prosperous communities.

As one of our major projects is the launch of the Proposed Appeal Federal Credit Union, being wholly owned and operated within the community it aspires to serve, we invite you to help us make this mission a reality by sponsoring our Founder's Day Fundraiser! All the net proceeds from this fundraiser will go to the start-up costs for the credit union.

Sponsorship levels are available at:

- **Bronze**: \$500
- **Silver** : \$1,000
- **Gold** : \$5,000
- **Platinum** : \$10,000

Appeal is a 501(c)(3) organization, so all of your donations are fully tax deductible. In addition, your sponsorship at any of the above levels, will be recognized in the Founder's Day Fundraiser program, as well as entitle you to tickets to the virtual Founder's Day celebration, October 24th, 2021.

You can also be a patron for any amount less than \$500. Patrons will also be recognized in the Founder's Day Fundraiser program.

Please respond by October 21st at 1-800-711-7851 or email us at buildappeal@appealinc.org.

For more information about Appeal Incorporated and some of our ongoing programs and activities, please visit us at APPEALinc.org or on Facebook and Instagram @APPEALinc.

Thank you in advance for your support.

Dr. Kelechi Egwim,
Executive Director,
APPEAL Inc.



It's About Empowerment!
www.APPEALinc.org