



7/24/2023

Greetings,

We are excited to return in-person this year for the 7th Annual Founders Day on September 24th 2023, and we are inviting you to be a Sponsor for this Fundraiser to support the proposed first national Black Credit Union, the Appeal Federal Credit Union.

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.

One of our major platforms toward this mission has been the launch of the proposed Appeal Federal Credit Union. Thanks to supporters like yourself, thus far we have raised over \$260,000 of the minimum \$300,000 in capital needed for this start up; we just need your help to get over the top.

The proposed APPEAL Federal Credit Union will be the first community-based national Black credit union in the United States, with the express purpose of facilitating development and empowerment within the Black community, while facilitating collective financial and economic self-sufficiency, and group prosperity through its services.

Sponsorship levels are available at:

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

All the net proceeds go to the start-up costs for the credit union. Appeal is a 501(c)(3) organization, so all of your donations are fully tax deductible. In addition, sponsorship at any of the above levels will be recognized in the Founders Day program, as well as entitle you to an ad, virtual expo booth, and free tickets to the Founders Day celebration on September 24th, 2023.

Alternatively, you can be a patron for any amount less than \$500. Patrons will also be recognized in the Founders Day program.

Please respond by August 31th, 2023 at 1-800-711-7851 or buildappeal@appealinc.org.

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

Thank you in advance for your support.

Dr. Kelechi Egwim,
Executive Director,
APPEAL Inc.



It's About Empowerment!
www.APPEALinc.org