



June 27, 2019

Greetings,

As Executive Director of the Association of People for Pan-Africanist Economic Advancement through Leverage (APPEAL) Incorporated, I am writing you with an opportunity to be a sponsor for a very worthy cause to foster greater economic empowerment in the Black Community. In February of this year, we launched the APPEAL Credit Union Chartering Campaign to fund the proposed 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 to produce strong, self-sufficient and prosperous communities. One of our major platforms to this end is the launch of a community based credit union, the proposed APPEAL Federal Credit Union, with the targeted goal of supporting and promoting development and empowerment within the Black community. The proposed credit union plans to be an important vehicle to facilitate financial and economic self-sufficiency, and promote prosperity through its services. This commitment is safeguarded by the proposed APPEAL Federal Credit Union being wholly owned and operated within the community it aspires to serve. The proposed APPEAL Federal Credit Union plans to be available for people to have accounts nationwide, which greatly increases our pool of potential depositors and our ability to leverage the wealth of the community in order to achieve its collective goals.

Sponsorship levels are available at \$1,000(Bronze), \$5,000(Silver), \$10,000(Gold), \$25,000(Palladium), \$50,000(Platinum) and \$100,000 (Rhodium), and will culminate with APPEAL's 2019 Founder's Day Program to benefit the proposed credit union at the legendary Howard Theater in Washington D.C. on September 29, 2019. APPEAL is a 501(c)(3) organization and all of your donations are fully tax deductible. In addition, your sponsorship will be recognized in the Founder's Day Fundraiser program, along with a special gift, including a pair of tickets to the event for Bronze level sponsors, and at least 4 VIP Booth tickets for all other sponsor levels. The net proceeds from the Founder's Day Program will go to the start-up costs for the proposed credit union.

We know we can count on your support for this critical opportunity to help achieve this monumental goal of a unique community-based credit union, designed to support the empowerment goals of our community, which we know is dear to your heart.

Sponsorship donations can be sent directly to APPEAL Inc. by mail at: APPEAL Incorporated, P.O. Box 60344, Washington, DC 20039. Online contributions can be made at Appealinc.org by clicking on "Donate", or through PayPal by sending the contribution to "accounting@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.

If you have any questions, please feel free to contact us at 1-800-711-7851 or info@APPEALinc.org.

Thank you in advance for your support,

Dr. Kelechi Egwim,
Executive Director,
APPEAL Inc.



It's About Empowerment!
www.APPEALinc.org