

## Introduction

[Donor Name], thank you for your dedicated support of [Nonprofit Name]. Children and families in our community have new opportunities for education, for employment, and for elevating their community thanks to you.

## Poverty in the Land of Opportunity

Javier is struggling.

Years ago, his parents escaped from violence in El Salvador and settled in the northern Virginia neighborhood of [Neighborhood Name], where they work hard to make ends meet.

Javier's parents see him as a bright hope for their family's future, but they don't know the truth: he's failing multiple classes and tempted to stop trying.

Javier's academic struggles can impact his future: **In [Neighborhood Name]—where the majority of families are immigrants from Central America—the percent of children living in poverty is 54.4%.** This is a leading indicator that they will continue to struggle with poverty as an adult.<sup>1</sup> A high school or college degree can open the doors to economic opportunity, but children of refugees and immigrants have to overcome many obstacles with little support.

In neighborhoods like [Neighborhood Name], the dropout rate is significant: few children in their community earn high-school degrees.

Without a degree, teens like Javier will have limited job opportunities and the cycle of poverty will likely continue into adulthood.

## A Big Vision for [Neighborhood Name]

[Nonprofit Name] was founded in 2003 when our staff members and volunteers moved into [Neighborhood Name] to live with our neighbors and support the community.

Because of the generosity of donors like you, today we walk with children through their academic journey, host Bible studies, and support a robust mentoring program for teens. More than 78 children participated in an event or program through [Nonprofit Name] in 2022 alone.

Children in [Neighborhood Name] deserve equal opportunities for their future—and we have a bold plan to make it possible. With 15 years of demonstrated success, we're poised for the next phase of impact: creating a robust leadership pipeline.

**We see a future where every child in [Neighborhood Name] will be fully supported from kindergarten through college.**

By walking with children through academic challenges, financial literacy, and exploring post-high-school options, they will be equipped for a future filled with opportunity.

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<sup>1</sup> From Pew Charitable Trusts - "How Neighborhoods Affect the Social Mobility of Their Residents. Approximately 43% of children born into poverty remain in poverty as adults.

{Include key impact statistics in design:

- 74 children participated in programs in 2023
- 105 families enrolled in programs in 2023
- 44% of Latino program participants are the first in their family to attend college}

## From Casa to College

Casa to College bridges the gap between [Neighborhood Name] and a college education.

Each week, nearly 20 teens come for academic support, college guidance, and leadership development. Depending on the week, students may visit a college campus, learn to write their resume, or discuss career options.

Casa to College helps students to

- Overcome academic obstacles to earn their high-school degree
- Research and apply for college
- Develop essential life skills
- Grow as a community leader

[Include graph showing that

- A person with no high-school degree earns approximately \$35,464 annually
- A person with a high-school degree earns approximately \$44,356 annually
- A college graduate earns approximately \$74,464 annually]<sup>2</sup>

Securing a high-school and college degree opens the door to economic opportunities. With a strong graduation rate, Casa to College has a demonstrated history of success in preparing students to finish high school, transition to college, and pursue their future.

## The Current Need

Right now, there are no Casa to College slots available for new students. Attendance doubled in the 2022-2023 school year, and we expect that demand will continue to soar.

To meet current demand and to scale the program, we will need to increase our staff support from 1 full-time staff member with part-time support to 3 full-time staff members.

These hires will increase program capacity by nearly 50%, and allow more students to have equal opportunities to succeed in high school and beyond.

## Funding a Future Filled with Promise

[Donor Name], you've been a dedicated supporter since the first student walked into [Nonprofit Name].

Because you have a passion for alleviating poverty and creating equal opportunities for all children, **we invite you to consider a generous multi-year gift of \$40,000 annually for the**

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<sup>2</sup> 1. According to the U.S. Bureau of Labor Statistics based on 2022 data, people without a high-school degree earn \$682/week (\$35,464/year), people with a high-school degree earn \$853/week (\$44,356/year), and people with a bachelor's degree earn \$1,432/week (\$74,464/year).

**next four years.** This transformational gift will support one full-time staff member to walk with 12 teens in Casa to College throughout their high-school career. Your gift will provide the opportunities that these students need to overcome academic challenges, build critical life skills, and reach their potential.

With your help, these students will be holding a high-school degree in four years, their ticket to overcoming poverty and creating their own future brimming with possibilities.

If you have any questions or would like to discuss your gift further, please contact Director of Development [DOD Name and contact information].