



www.arealdesire.org

Do You Have It...?

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A Real Desire Corp.

Re: Non-Profit Charity

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Matthew Carter

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About The Organization

Who We Are

Many corporate companies love connecting with organizations that serve a positive purpose to the community. Good help is so hard to find, and GREAT assistance is even harder. When you find a GREAT thing you don't want to let it go, but many overlook small stars forgetting that they will grow and evolve. Being that we are a new company, we can offer you TBFYB (The Best for Your Buck), and while we promote ourselves through projects we create or host, we will promote you as well.

A Real Desire is a 501(c)3, nonprofit agency that focuses on the development and management of performing artists. We believe that the lack of funds should not impair an individual from success, so we have designed programs to teach individuals how to enhance their craft. We aim to provide the proper knowledge and education needed for each individual so they can grow and be successful. Having a solid foundation and purpose are just a few things a person will always get from us. A Real Desire is designed to help others execute and excel in their talent, stay in a positive light, grow in excellence, and stay on the right path. We are based in New York, NY catering to everyone, everywhere. Whatever the passion or desire may be, as long as it is a positive journey (i.e. modeling, acting, singing, dancing, designing, etc.).

We offer core principals in our training for each category with the talent and it will be based on the level each talent displays upon being accepted. Training will be a 6 week boot-camp structured program taught by an industry professional, and it's designed to bring out the best in each person involved. Each talent will also be taught in areas of health and wellness to ensure they understand the connection of having a healthy body to excel in their craft. Each individual will learn how to obtain and maintain a healthy body, mind, and spirit to progress. We will give the best, and expect the same from everyone involved, while ensuring RESPECT &

LOVE are the foundation that each class is operated on. Some of the unique program details are described in the categories listed below.

What to Expect

Models

All models must be at least 5 years of age and understand they will develop in areas of walking and posing. In addition, models will be given the fundamentals on self-styling, makeup tips, attitude, ethics, and other subjects to improve their craft and skills. A Real Desire will provide training at no expense to the talent if talent qualifies.

Actors

All actors must be at least 5 years of age and understand they will develop in areas of TV and film. In addition, actors will be given the fundamentals on projection, confidence, attitude, ethics, and other subjects to improve their craft and skills. A Real Desire will provide training at no expense to the talent if talent qualifies.

Dancers

All dancers must be at least 5 years of age and understand they will develop in areas of posture and movement. In addition, dancers will be given the fundamentals on wardrobe, makeup tips, attitude, ethics, and other subjects to improve their craft and skills. A Real Desire will provide training at no expense to the talent if talent qualifies.

The Opportunity

It is not uncommon for perks to be obtained by the corporations that sponsor charitable organizations. For example, a business may donate money to assist in the production of A Real Desire's benefit gala. In return, the corporation will receive tickets to the event, where they will be served a multicourse dinner. They will often be given gift bags filled with unique and sometimes exclusive items, such as electronic devices or gift certificates. In addition, they may be given the opportunity to meet one-on-one with celebrity guests who may be attending, hosting or performing. There may also be a special area open to them where they may network with VIP attendees. This provides the donating firm with opportunities for business development.

When a business donates to worthy local causes, its image is often enhanced in the public's perception. No longer considered as simply a profit seeking corporation, a business' investment in the community signals a commitment and concern for its neighbors. Many consumers make purchasing decisions based upon this quality. Residents of a community will often show favor to local businesses. In many cases, they will go out of their way to support companies that support that community.

Sponsors

Perhaps the biggest advantage given to businesses that sponsor charitable organizations and events is the increased visibility gained throughout the community. In exchange for a financial donation, a corporation's name and logo are included on all mailings, advertisement and other promotional material produced by the nonprofit. In some cases, a large donation may even culminate in property, such as a conference room, garden, or computer laboratory, being named in honor of the donating corporation.

The increase visibility of a company's name and logo leads to increased brand recognition throughout the community.

We are in need of staff, physical operating space/locations, volunteers, trainers, interns, media outlets, materials/equipment, and funds to produce projects and create more jobs.

Although we have certain programs in place, as well as fund raisers to raise the funds needed, we are in need of funding to kick start these programs so they are executed with precision and excellence, and with your support we can achieve this goal expeditiously. If you, as a sponsor, want to donate money and have outlined specifically where you would like to see the money go toward within the organization to help that department, we will honor that. You can rest assured that we will not agree to promote your products if we do not feel there will be mutual benefits.

We believe that it is a team effort to support each other in achieving our goals, and because of that we aim to please those who work with us.

Benefits to the Sponsor and Fees

There are many benefits to those who become a sponsor with our agency. Being that we are a nonprofit charity, those who contribute monetary assistance can apply it as a write off on their taxes for the upcoming year. There is also the benefit of helping someone in need so they can materialize their dream and grow, while building their brand. Depending on what each potential sponsor has to offer; be it services, funding, or materials; it will determine the benefits we can offer in return. There are no upfront, association fees to become a sponsor with us, although the benefits may differ, each sponsor can guarantee being promoted and advertised on some level, if they choose, to help increase their brand as well as their services offered, by connecting with us. We offer many ways to do this such as:

- Events
- Magazine
- Website
- Television Show

The benefits of sponsoring monetary contributions of \$500.00 or more will entitle the giver to VIP seating to events, projects, advertisement of their business at events, on the website, in the magazine, and all other resources we utilize based on the contract between the two entities/individuals. Funding will ensure the organization maintain the materials and equipment needed to function; such as:

- Office supplies
- Teaching material
- Up to date cameras for photography and video
- Lighting equipment
- Flyers for advertising
- Stage props
- Community giveaway's
- and more

This will help to construct successful events and shows, and thus will be able to provide models and/or actors for the sponsor to help them capitalize on their business, and also allow those involved to be compensated for their time. Sponsors also help to ensure that venue space is achieved in a respectable and safe location, ensure we provide security to those that attend the events and shows, and allow both parties to be recognized in the community. These are

also some of the other benefits sponsors will receive. There is a lot that can be done with funding, and with the proper financial resources, along with proper planning, we can use those funds to create jobs and ensure the funds are properly managed to help others in the community.

The benefit of sponsoring products for giveaways gives us the chance to better advertise you as a sponsor. It allows us to always have items available to display and demonstrate to others, and it also allows those who are on staff to use those products so we can talk from experience on how they work. Contributions of items can be very beneficial for both parties, because it allows the organization to receive directly what is needed, and is the perfect way for the sponsor to advertise. It is a proven fact that when someone observes another using a great product with the correct technique they are encouraged to want to buy it or learn more about it. We are more than willing to be that form of advertising for you.

Where and How To Submit

Since you've decided to become a sponsor, we wanted to make it easy for you to send your contributions and submit your information. There are many ways and locations where you can sign up and be a sponsor with our organization. After contracts are completed between the two entities, you can go online, mail in, or visit any Chase Bank to make your contributions. Attached to this proposal you will find all the contact information for us to answer any questions you may have. On behalf of A Real Desire we would like to thank you for your time and consideration in advance in being a sponsor. We appreciate any contribution you are able to send us. No amount is too big or small. We again thank you for your support, and GOD bless.

About The Staff

Everyone on staff will have years of experience in the arts and will help develop very successful events.

Matthew is a hardworking, dependable, and trust-worthy individual that certainly has the desire to be successful and provide a better life for himself and his family. He attended First St. Peter A.M.E. Church in Stone Mountain, GA where he was the president and director over the Dance and Drama Ministry. He attributes his success this far to having a positive attitude, determination, passion and prayer; which he says these combinations of things have been the fire in his belly.

With the experience and wisdom Matthew has gained, he decided to start a Non-profit organization of his own to assist others who truly need and accept his help. A Real Desire is the name of his organization, and is building day by day. With this organization Matthew says, "I will help who I can, when I can, while I can, before God calls me home." He has truly dedicated his life to Christ and has made it his mission to help his fellow man with the hope of inspiring others.



Contact Information

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Direct Donation Form

A Real Desire is a non-profit, 501(c)3 organization that supports, contributes to, and promotes the talent of those in the community. The organization provides “no strings” funding for many valuable programs and projects that benefit people of all ages. We invite you to make a direct donation to A Real Desire to support one or more of these individuals, programs, or projects:

- Talent Shows (venues, DJ’s, transportation, promotions, catering, staff, special guest, and advertisement through radio, TV and personal appearances)
- Photography & Videography
- Equipment and Supplies (for talent development)
- Portfolio Development (demo reels, resume building, etc.)
- Talent Training and Classes (training material, teachers, trainers, book storage and advertising costs)
- Unrestricted or general donation to be used where funding is most needed
- Other _____

I want to make a donation to A Real Desire and support the programs, individuals, and projects in the community with one of the following.

- Enclosed is my \$ _____ donation to support the program or project checked above.
or
- I would like to donate my time and/or professional experience to the organization valued at:
\$ _____

My company has a matching gift program. Please contact me for details.

Given by: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Please make your check payable to A Real Desire Corp. and mail to:

A Real Desire
3629 White Plains Rd. Apt. 3K
Bronx, NY 10467

A Real Desire is a non-profit, 501c3 organization. Donations to the organization under IRS regulations are deductible as allowable by law. All donations will be acknowledged in writing, including A Real Desires' tax identification number for your records. Contact your tax advisor for advice concerning the deductibility of your donation.