



[www.arealdesire.org](http://www.arealdesire.org)

*Do You Have It...?*

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**A Real Desire Corp.**

Re: Non-Profit Charity

October 2, 2017

Matthew Carter

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## The Opportunity

It is not uncommon for perks to be obtained by individuals or 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.

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 culminated 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. An easily recognized brand makes closing sales all the more effortless. Increased sales equals increased revenue.

## **About The Organization**

### **Who We Are**

A Real Desire is a 501(c)3, nonprofit that focuses on the development and management of performing artist. We believe that the lack of funds should not impair an individual from success, so we have designed a formula and 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 Atlanta, GA 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 are ready and willing to help those building themselves in any way we can. Our goal is to offer assistance while educating and mentoring in order to help those further their dreams and help bring visions and dreams into manifestation. A Real Desire is also creating featured films, and would love for you to support. We are looking for all the necessary resources to create quality films

utilizing film students, filming equipment, filming locations, financial support, and product placement. If there is anything you can donate to help create these films, we thank you in advance.

## **What to Expect**

### **Models**

Those selected as models with A Real Desire will be given a 6 week training course with a professional that will cover the basics while attempting to pull out the talents full potential that they will have to successfully complete. 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. Individuals have the option of paying out of pocket for classes, or A Real Desire will provide training at no expense to the talent if talent qualifies for funding or scholarship requirements.

*\*10 students per instructor maximum.*

### **Actors**

Those selected to act with A Real Desire will be given a 6 week training course with a professional that will cover the basics while attempting to pull out the talents full potential that they will have to successfully complete. 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. Individuals have the option of paying

out of pocket for classes, or A Real Desire will provide training at no expense to the talent if talent qualifies for funding or scholarship requirements.

*\*10 students per instructor maximum.*

### **Dancers**

Those selected to dance with A Real Desire will be given a 6 week training course with a professional that will cover the basics while attempting to pull out the talents full potential that they will have to successfully complete. 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. Individuals have the option of paying out of pocket for classes, or A Real Desire will provide training at no expense to the talent if talent qualifies for funding or scholarship requirements.

*\*10 students per instructor maximum.*

### **Training**

Training for each category of talent will be based on the level each talent displays upon being accepted. Training will be boot-camp structured program designed to bring out the best of each person involved. We will give the best, and expect the same from everyone involved, while insuring RESPECT & LOVE are the foundation that each class is operated on. Each talent will 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.

## **Sponsors**

Becoming a sponsor to the organization would be much appreciated, and is something we do not take lightly. We understand that you could have chosen anyone to sponsor, and that is why your satisfaction will be our top priority. Not only can you expect Business Class Customer Service, you can also expect top of the line service with delivery of your products. There are many ways businesses can benefit from becoming a sponsor. Some of those benefits include street team marketing, VIP Admission to events and shows, advertisement, and tax deductions, just to name a few. Your giving also shows a positive reflection of you to the community, and provides a way for you to give back to ensure everyone we help get what they need from pictures, portfolios, resumes, and prepare them for showcases events that you will have the honor of attending. Your contributions will allow us to create jobs and provide the necessary environment needed to help teach and train all of those chosen by us.

## **When Should You Sponsor and WHY?**

Now is the best time to become a sponsor. A Real Desire is a 501(c)3 certified organization, and is always hard at work to promote 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 passion based 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.

## **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 Carter** was born and raised in Daytona Beach, FL to Jean Grant Miley and David Lee Carter II at Halifax Hospital, and presently resides in New York. Matthew is a well-rounded young man and has enjoyed art since he was a child. As he got older he explains that he began to see the human body itself as a work of art. Matthew says, "I've always wanted others to see me as a work of art in pictures and



in person. This was the breaking point for me, and soon it began to really stir up and create more of the desire to become a famous model”.

Matthew soon began to perform in various clubs around Florida and small modeling jobs after graduating high school. This helped him to mold his image and desire to want to become a model even more. Performing in different clubs is what gave him the courage and experience to act and model for a wide variety of audiences, and has also helped him to develop different techniques to prepare him physically and mentally before a show or performance. Matthew has been seen in more than a dozen fashion shows, appeared as extras in movies, appeared on talk shows, participated in promotional modeling, and appeared in a host of other forums to build his portfolio and resume. 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.

Matthew 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. I am also ready to share and help other businesses and

organizations by sharing my story. It's my testimony that will help others." 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.

### **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
- Film Projects
- Stage Plays

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:

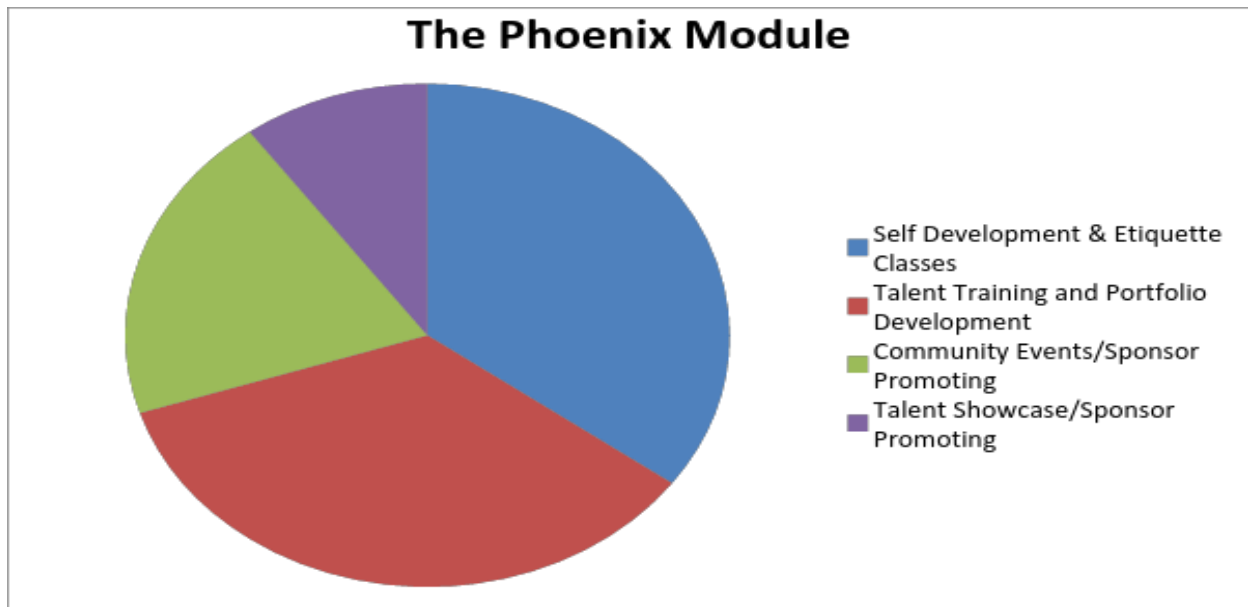
- Education Facilities
- Office supplies
- Teaching material
- Up to date cameras for photography and video
- Lighting equipment
- Flyers for advertising
- Stage props
- Community giveaway's
- and more

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.

We are in need of funds to hire instructors, expand the school, 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.



- We believe this company would benefit from sponsoring the organization by improving on the positive image you reflect. The fact that A Real Desire is a faith based agency, and is community driven, will help to ensure that benefit. Helping us ensures others in the community can be helped.
- We understand that many of our sponsors share the same target audience as A Real Desire, and we know that if we support each other we can elevate each other to the next level.
- Business operations are those tasks and activities that an organization undertakes to produce the services or goods that it provides to its customers. Efficient operations help companies reduce costs, and they might improve customer satisfaction. Technology can be used to automate many operations and improve efficiency.

Specific business tasks can vary depending on the type of organization. For example, business operations for an insurance company might include receipt of an insurance application, underwriting, accepting or

rejecting the application and claims processing. In the case of a technical support organization, they might include things such as entering a service request, resolving it, escalating it to a higher level of support or putting it on hold.

Efficiency is important for large or small business operations, because efficient operations keep expenses down. Although operations don't directly affect revenue, they do directly affect the company's cost of doing business, so operations strongly influence its ability to be profitable. Indirectly, efficient operations might enhance revenue if they increase customer satisfaction, which can help increase sales in the same city.

- A Real Desire supports health & active living, and encourages its staff, as well as those involved, to engage in community fundraising.
- People measure success in many different ways and on many different levels. When setting goals in life, it's important that we identify what success means to us personally, so that when we succeed we will know it.

For example, most people measure success in business according to their income; however this may not be an accurate assessment. If your business efforts provide a substantial monetary reward but you don't enjoy what you do, can this really be called success?

If on the other hand, if we were measuring financial success then income would be an accurate indicator. Knowing what you expect from your business in advance gives you a way of gauging your progress.

## Contact Information

### [A REAL DESIRE](#)

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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**  
**P.O. Box 670098**  
**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.