

A REAL DESIRE

855 E. 227th St. #2R

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Email: info@arealdesire.org



Do You Have It?!

80-0300530

To whom it may concern,

I write to you with high hopes that this letter reaches you in good faith. My name is Matthew Carter, and I am writing you with hopes that you can and will help with what I have started. Moving here to New York, I have always had dreams for myself and have moved on behalf of those dreams, but one dream that still remains a struggle is the one to help others. In my journey to become a model, actor, and praise mime, I have come across many that have been tossed aside as though their dreams and ambitions are not important. I have also noticed that a lot of individuals are getting in trouble with the law and seem to be “BORED” so they commit crimes as entertainment.

It saddens me very much to see how the children that are our future have lost their way because of the options they have before them. They have so much talent, but no one has taken the time to cultivate the talent they have to inspire them to turn those talents into careers and to pass on what they know to others. Knowing this and knowing that keeping individuals busy in a positive way that benefits them I have developed a non-profit agency to help all I can while I still have time on this earth. The main problem I face is putting this information out there of what I’m doing and the funding or participation of those who have the hearts to help others. All I want to do is help others, and I am doing all I can to make that happen. I know that with the right people in my corner there are so many lives that can be changed.

The organization that I am building is called A Real Desire, and it is a 501c3, non-profit agency to help those with little to no funds, yet still have a PASSION to be something in life. I bring self-development, awareness, etiquette, insight, training, and many other things to help individuals of all ages. It would be very gratifying if you could support this organization in any way, but if not, I hope you and your staff will be pleased to know of my organization and the change I plan to make within the community and the world in the near future.

I personally know too well how it feels to be overlooked, rejected, and neglected because of financial status, but I refuse to allow that to stop me with what I am trying to do. Again I pray that some way you can assist me to help grow this vision so that many can be helped in many ways. As a person I want to do my part for the community, and as a Spiritual Individual, I want to do my part for the universe. Thank you for your time and may your days be blessed.

Sincerely,

Matthew Carter

A handwritten signature in black ink that reads "MCarter". The "M" is large and stylized, with the "Carter" part written in a cursive script.

SPONSORSHIP PROPOSAL



www.arealdesire.org

Do You Have It...?

678-615-8837

info@arealdesire.org

A Real Desire Corp.

Re: Non-Profit Charity

May 11, 2015

Matthew Carter

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About The Organization and Staff

Who We Are

A Real Desire is a 501(c)3, nonprofit agency that focus on the development and management of artist. 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 that is positive (i.e. modeling, acting, singing, dancing, designing, etc.) we are ready and willing to help those in any way we can. Our goal for success is to offer personal assistance with networking and mentoring in order to help those further their dreams and help bring visions into manifestation.

What to Expect

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?

Everyone loves the smell of something new, and right now is the best time to become a sponsor. A Real Desire is a new 501(c)3 certified organization, and new businesses are always hard at work to promote who they 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.

Where and How Can 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 has years of experience in the arts and have developed 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 Atlanta, GA. 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 Christian based 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.

Kimberly Nichelle is from Birmingham, Alabama and has been residing in the Atlanta area since 2002. She studied TV Production & Journalism at The University of Alabama at Birmingham and graduated with a Master of Science in Business Management from the University of Maryland.

Kimberly has always had a passion for the arts. She began her acting and writing career at a very young age and has continued to enhance these creative skills throughout her young adult years. As an actress, she has done theater and has been cast in several major productions here in the Atlanta market. She has done a myriad of extra roles, been featured as an extra, and has been featured as a principal actor.

As a writer, she published her first poem in 2002 for which she received an Editor's Choice Award. Her first book (Reflections of Life: The Love, The Joy and The Afflictions) was published in December, 2010. The proceeds from this book benefit Domestic Violence Awareness. A humanitarian by heart, she continues to be a strong advocate for promoting change and creating community awareness through her writing and projects.

Some of her aspirations include, but not limited to; creating a well-received reality show, pitching her novels and scripts to television and film companies in hopes to see the plots come to visual life, and creating her own production company. She is also an avid writer of screenplays and has recently finished her first screenplay for which she is seeking film investors and creating a pilot series to be pitched to a network.

Upon seeing the vision of A Real Desire Kimberly saw a kindred spirit with Matthew and decided to join forces and help to elevate the cause. Kimberly says, "It's all about servitude." She has been a great support and works very diligently to help fund the organizations with great ideas that will benefit everyone.

Benefits to the Sponsor and Fees

There are so many more benefits to those who become a sponsor with our agency. Being that we are a nonprofit charity, with an IRS 501(c)3 status, those who contribute monetary assistance can utilize their contributions with exclusive opportunities or apply it as a write off on their taxes for the upcoming year. There is also the benefit of helping someone in need of the assistance 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, to help increase their brand as well as their services offered, by utilizing our services. We offer many ways to do this such as:

- events we produce
- our magazine
- our website

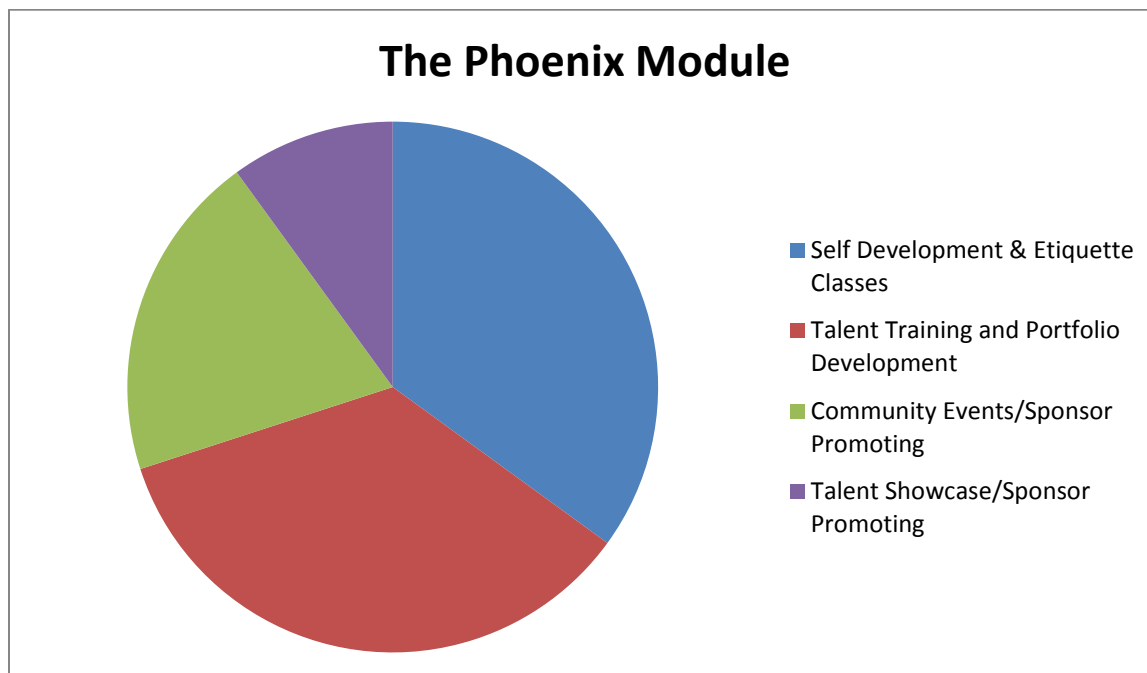
The benefits of sponsoring monetary contributions will entitle the giver to VIP seating to events, projects, advertisement of their business at events, on the website, in the magazine, and all other resources we utilize based on the contract between the two entities/individuals. Funding will ensure the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

- office supplies
- teaching material
- cameras for photography and video
- lighting equipment
- flyers
- stage props
- and more

This will help to construct successful events and shows, and thus will be able to provide models and actors to the sponsor to help them capitalize on their business by allowing those involved to be compensated for their time. Ensuring venue space is achieved in a respectable and safe location, providing security to those that attend the events and shows, and allowing both parties to be recognized in the community are other benefits. There is a lot that can be done with funding, and with the proper financial resources we can use those funds to create jobs as well as provide an outlet of what is needed to you and in the community.

The benefit of sponsoring products, giveaways, and other items 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 with 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 \$50,000 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 what 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.

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.

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.

At the moment we are working on a full featured film to help advertise who we are, and show the world what we can do. You can select a level via www.gofundme.com/ARealDesire or mail your donation in. The levels on the site are:

Level 9: \$50	Receive a personalized copy of the movie trailer thanking you for your support. (Only 420 slots)
Level 8: \$75	Receive everything in level 9, plus a signed poster of the main cast addressed to you. (Only 320 slots)
Level 7: \$100	Receive everything in Levels 8 & 9, plus 2 tickets to the movie. (Only 200 slots)
Level 6: \$150	Receive everything in Levels 7-9, plus a personalized War-Angel T-shirt signed by War-Angel. (Only 100 slots)
Level 5: \$500	Receive everything in Levels 6-9, plus a day on set while filming. (Transportation NOT provided. Only 20 slots)
Level 4: \$1,000	Receive everything in Levels 5-9, plus your name in the movie credits as a sponsor. (Only 10 slots)
Level 3: \$5,000	Receive everything in Levels 4-9, and added as a Co-Producer of the movie. (Only 2 slots)
Level 2: \$10,000	Receive everything in Levels 4-9, and added as a Producer of the movie. (Only 2 slots)
Level 1: \$15,000	Receive everything in Levels 4-9, and added as an Executive Producer of the Movie. (Only 2 slots)

All funding collected will go towards the production of the film, and all levels qualify the donor access to all talent/fashion show events (Showcases). Please send notice of attendance to ensure you are on the list to enter without any conflicts.



Contact Information

A REAL DESIRE
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678-615-8837
386-453-6140
Email: info@arealdesire.org

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
855 E. 227th St. Suite 2R
Bronx, NY 10466

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.