

A REAL DESIRE

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Do You Have It?!

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
MCarter

SPONSORSHIP PROPOSAL



www.arealdesire.com

“Do You Have It?”

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A Real Desire

V103

Re: Non-Profit Charity

June 19, 2014

Matthew Carter

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About The Organization

A Real Desire is a Non-Profit, Talent, Christian Based organization, geared toward helping people in the community by assisting those who possess "A Real Desire" to be successful and succeed. We believe that the lack of funds of an individual should not determine the reason a person cannot succeed. We focus on how to perfect an individual's talent and do what we can to enhance their craft. We aim to provide the knowledge and education needed for each individual in order to grow and be successful. Having a solid foundation and purpose is something a person will always get from A Real Desire.

A Real Desire is designed to help others execute and excel in their talent, stay in a positive light, grow, and stay on the right path. We are based in Atlanta, GA catering to everyone everywhere. Whatever your passion or desire may be that is positive (i.e., modeling, acting, singing, dancing, designing, etc.) we are ready and willing to help you in any way we can. From personally assisting you to connecting you to someone that you can network with and further your dream is only one of our goals, but part of the process for success.

Understand that by becoming a sponsor or contributing in some way to help the company would be a positive reflection of you to the community, as well as a way for you to give back. You will see that by becoming a sponsor or supporter will help ensure everyone we help get what they need from pictures, portfolios, resumes, and participate in talent shows. As a thank you, you have the option to accept or deny special recognition for your support along with other special privileges that we offer such as free tickets to shows and advertisements.

On behalf of A Real Desire we would like to thank you for your time and consideration in advance to those interested in being a sponsor. We appreciate your DESIRE to proceed on becoming a sponsor, with the hope that you will aide in building this LEGACY, which is soon to become very successful in every state. We look forward to hearing from you for any further information and discussion. Thank you and GOD bless.

A Real Desire is here and ready to help those who are truly working to help themselves. Anyone willing to invest and assist the company in any way may contact us at any time Monday - Friday from 8:00a.m. - 5:00p.m. We are here to stay and we are waiting to be heard, so please help us to help someone, and make a difference today. We will do WHAT we can; WHEN we can; WHILE we can.

A Real Desire will provide a service to individuals with a limitation based on the need of that particular individual. There will be a general process that each individual would have to complete to determine if they qualify for services that are available. A Real Desire targets those who are financially handicapped to advance in their career. Services may include, but are not limited to; training, photography, resume development, talent shows, and promotions. A Real Desire will also provide a service to other organizations that include, but not limited to; talent shows, referral services, and events that are family oriented and moral. All funds collected on behalf of A Real Desire will go into developing and growing the organization.

With the opportunity to perform in various clubs and venues around Florida, and given the opportunity to do small modeling jobs after graduating high school, has helped Matthew to mold his image and the desire to help others who want to become a success. This 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,

appearances as a featured extra in movies, talk show appearance, promotional modeling, and he's appeared in a host of other forums to build his portfolio and resume.

Matthew says, "Being that I am in the entertainment industry myself it has allowed me to understand what to do and how to develop successful events for the community." Matthew is a hardworking, dependable, and trust-worthy individual that certainly has the desire to be successful and provide a better life for himself, his family, and others.

Matthew attends 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 has developed many successful events from plays to fashion shows for the church and the community, and 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.

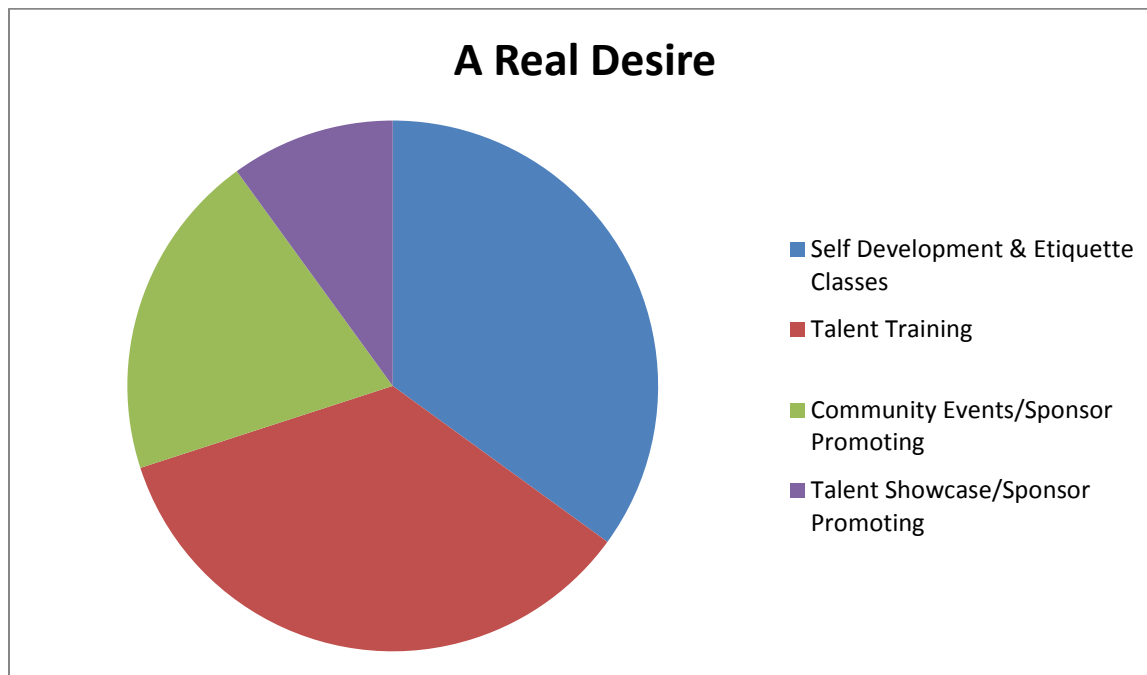
Benefits to the Sponsor and Fees

There are many benefits to those who become a sponsor with our agency. Being that we are a nonprofit charity, with IRS 501c3 status pending, those who contribute monetary assistance can utilize their contributions as a write off on their taxes for the upcoming year. There is also the benefit of helping someone who needs the assistance to materialize their dream and grow, while building their brand. Depending on what each potential sponsor has to offer; be it services, funding, or materials; will determine the benefits in return. Although the benefits may differ, each sponsor can guarantee being promoted and advertised to help increase their brand as well as services offered by utilizing those we work with, as well as through events, shows, magazines and on our website.

The benefits of sponsoring monetary contributions will ensure the organization has the materials and things needed to function; such as teaching material, cameras for photography and video, lighting equipment, flyers, stage props, and more; to construct a successful event or show. It also allows those involved to be compensated for their time, ensures venue space is achieved in a respectable and safe location, security to those that attend the events and shows, and allows both parties to be recognized in the community. 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 to others and it also allows those who are on staff to use those certain 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 it encourages them to want to buy it or learn more about it. We are more than willing to be that form of advertising for you.

There are no fees involved with becoming a sponsor, only a contract of agreement based on how and what is agreed upon. 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 by sponsoring the organization because of the positive image you reflect. A Real Desire is a faith based agency and is community driven. 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.



Contact Information

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Direct Donation Form

A Real Desire is a non-profit 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 to 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 and mail to:

**A Real Desire
1908 Cindy Dr.
Decatur, GA 30032**

A Real Desire is a non-profit 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.