



Phoenix AKARAMA Foundation, INC.

P. O. Box 64971
Phoenix, AZ 85002
www.phxakarama.org

You are cordially invited to the Phoenix AKARAMA Foundation, Inc.'s **2009 Fashionetta**. A Phoenix tradition for nearly three decades, the 2009 gala affair will take place, Saturday, December 5 at the lovely Sheraton Phoenix Downtown Hotel.

The Phoenix AKARAMA Foundation was formed more than a decade ago to strengthen Alpha Kappa Alpha's charitable efforts within the Greater Phoenix community. Proceeds from the **2009 Fashionetta** will support us in providing college scholarships for young women and aid in support of our youth development programs. In 2008, we provided \$25,000 in scholarships.

This is an excellent opportunity for you to purchase an ad in our book to advertise your business and your support for our **2009 Fashionetta** and our service programs. We have set advertising rates that are economical and affordable. Photographs (in black and white) are permitted on the full and half page ads. We ask that you please send original photographs in black and white. Please do not send Xerox-copied or copy-scanned photographs as these will not give good quality pictures for your ads in the souvenir booklet.

We look forward to your participation and assistance in helping our organization succeed in our commitment to providing scholarships and educational programs to our community. Remember, your contribution can make a difference in the life of our community's youth.

If you would like your photographs returned via mail, please include a self-addressed stamped envelope. The Souvenir Program Book staff will return your photographs after the processing of the Souvenir Program Book.

The enclosed Advertising Form (included with this letter) is to be used for submitting your ad to the Souvenir Book Committee. Please type your message or handwrite it as clearly as possible on a separate sheet of paper and attach it to the ad form. The deadline for submitting ads and gift donations is **November 14, 2009**. Please complete the Advertising Form and mail it along with your check, ad information and original photographs to the address provided in this letter.

The Phoenix AKARAMA Foundation, Inc. has a 501(c) 3 tax-exempt status. If you should require additional information regarding our organization or would like to purchase tickets to the **2009 Fashionetta**, please feel free to contact me by telephone at 602.323.6517. Your in-kind gift or donation in any amount will be graciously accepted at anytime. A letter of acknowledgement will be mailed to you upon receipt of your generous gift.

Sincerely,

Doni McClendon

Souvenir Program Book Chair
2517 W. Darrow Street
Phoenix, AZ 85041
602-323-6517
Doni.mcclendon@gmail.com



Phoenix AKARAMA Foundation, INC.

2009 – 2010 Program & Activities

Historically Black Colleges & University Fair

- Annual event is held at and co-hosted by Phoenix Community College. Over 400 high school students from Phoenix Metropolitan area high schools attend along with their parents, counselors or Black Student Union Advisors.
- Seven workshops are given that addressed many of the issues that future college students will face.
- Over 100 college recruiters and local alumni from Historical Black Colleges and University are invited to host informational tables about their institution.
- Students are given financial aid and scholarship information packages.

Youth Development Programs

- Reading, writing and math tutoring program at Academy of Excellence
 - Help students improve academically using Technology-Based Enrichment Activities
- MLK Math & Science Academy at Keys Community Center
 - students in 4th through 8th grade learn by providing innovative “hands-on and minds-on” curriculum to stimulate practical knowledge of math, science and engineering while also enhancing self-esteem
- Youth Development Workshops
 - Middle-school age students in need of positive role models attend workshop presentation on issues such as self-esteem, personal development, hygiene and self-image, money management, public speaking, study skills, goal setting, high school preparation, etc.

Non-Traditional Entrepreneurs

- Workshop – “Entrepreneurship: So You Want to Start Your Own Business”
 - A presentation for high school students that provided information and tips on starting a business.
- Entrepreneur Database
 - Creation of a database of small black-owned businesses in the Phoenix area for publication and distribution
- 2008 Black Expo
 - Participate in the annual Black Expo with an exhibit table. Network with attendees and collected names to contact for future fundraising activities

Black Family Support

- Bottled water and white socks are collected and donated to the Phoenix Rescue Mission which distributed the donated supplies to the homeless community that they served
- Donations of canned and dry goods are solicited for distribution to families in need. The Foundation works with several local churches and Keys Community Center in South Phoenix
- Holiday gift donations are made for several families with young boys. Christmas gifts, clothing and food gift cards were given to help these families enjoy the holidays.
- Gently used clothing are collected and donated to Miasia’s Closet at the Central Arizona Homeless Shelter for homeless women needing suitable clothing for job interviews

Partners in Math & Science

- The Foundation partners with the Arizona Council of Black Engineers and Scientist’s Annual Computer Camp and Arizona State University to put on the computer camp.
- The camp is held at ASU’s Coors Building on ASU’s Tempe Campus. More than 40 students participate in the 6-week camp and learned both computer programming language and personal development skills.
- The camp culminates with a competition among the students for the best written program.
- The Foundation provided funding for awards, certificates and camp materials.



Phoenix AKARAMA Foundation, Inc. Fashionetta Souvenir Journal Ad Form

DEADLINE: November 14, 2009

Please submit **CAMERA READY** Artwork/Copy along with your remittance. Attach your journal ad exactly as you wish it to appear and be sure to include your name on the copy submitted.

Advertiser Name _____

Contact Person _____

Street Address _____

City/State/ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

Pricing for Souvenir Program Book Ads

Full Page -5x8 (without photo)	\$50.00
Half Page - 5x4 (without photo)	\$25.00
Inside Front Cover (without photo)	\$125.00
Inside Back Cover (without photo)	\$125.00
Outside Back Cover (color w/photo)	\$200.00
Photo	\$10.00
Patrons	\$10.00

Total Amount Enclosed _____

- All ads are to be camera ready. Ad measurements are based on a 5 x 8 page size.
- Black & white or color photographs accepted (black & white preferred). Ads will appear in black & white
- You may wish to use one of the following fonts for your ad copy Bookman, Courier, Times Roman

Checks or money orders should be made payable to Phoenix AKARAMA Foundation and must accompany the ad(s).

- Mail ad copy and checks before November 10, 2009 to:

Doni McClendon
 Souvenir Program Book Chair
 2517 W. Darrow Street
 Phoenix, AZ 85041
 602-323-6517
 Doni.mcclendon@gmail.com

Electronic Submissions can be emailed to doni.mcclendon@gmail.com
 Questions may be directed to **Doni McClendon 602-323-6517**