

Dear Community Partner

On May 19, 2018, Mistaken Identity Foundation will hold its first Inaugural Gala to *raise awareness and support of our efforts to reshape the trajectory of low-income citizens and supporting children who have incarcerated parents (C.w.H.I.P.)*. Through our *free programs and services*, we empower our participants to translate their frustrations and experiences into productive paths forward using alternative training and educational tools. Since our establishment in 2016, we have supported over 240 children and families with a 100% volunteer Board and Staff and are on track to support over 500 in 2018 alone and 1,200 in 2019.

Mistaken Identity Foundation seeks help from people like you to fulfil our routine prerequisites in terms of food, school supplies, emotional education and vocational training. That is why I humbly request you be a sponsor (*Platinum, Gold, Silver or Bronze – see attached*), donate funds or provide a gift card/auction item to the Foundation to help us to make this innovative event successful. You can donate any suitable amount in the form of cash, check or credit card. Your support is crucial to helping us achieve our mission.

This year's event will be a formal ball (emcee TBD) and attended by several local high-profile guests. It will feature a seated dinner, raffles, silent auctions, and music. We will also be honoring the lives and efforts of the community members we serve as well as those who support our mission with the:

- Founders Award - Ms. Ann Sullivan, [Madison Services Group, Inc](#)
- Community Inspiration Award - Ms. Aretha Lyles, C.H.O.I.C.E., Inc
- Outstanding Philanthropist or Philanthropist Group – [e-End Corporation](#)
- Reliford T. "Buddy" Byrd Scholarship Award – To be announced

Thank you in advance for your support. If you need additional information, please do not hesitate to visit our website at www.mistakenid.org, contact us via email at sgreen@mistakenid.org. It will be a pleasure to hear from you.

Sincerely,



Sheri M. Green, Founder & CEO

Attachment: Sponsorship Levels and Agreement | Foundation Overview | 501 (c) 3 Tax Exempt Letter



Sponsorship Agreement

By signing this agreement, the Company (herein after referred to as "Sponsor") is agreeing with the details as presented and understands the financial responsibilities of the sponsorship. The Sponsor also agrees to:

- Reasonably promote/advertise the conference using Sponsor's existing e-mail lists, website, and other channels.
- Authorize the use of the Sponsor's logos and names on the website and in promotional materials.
- Provide logos, marks, and names in a scalable, high-resolution graphics format
- Contact sgreen@mistakenid.org to coordinate in-kind service
- Provide first and last name of attendees receiving complimentary Gold/Platinum Level Sponsorships tickets

Company Name: _____

Street Address: _____

City: _____ State/Province /ZIP Code _____

Phone: _____ E-Mail: _____

In-kind Service	Donation Value ¹
Photography/Video	
Catering	
Graphics/Printing	
Music/Venue/Flowers/Decor	
Computers/Furniture	
Services: Legal/Bookkeeping/Admin/Grant Writing, PR, etc.	
Other: _____	

Sponsor Representative: _____ Title: _____
(Please Print) (Please Print)

Sponsor Representative: _____ Date: _____
(Please Sign) (Please Print)



Donation Level	Recognition ¹
\$2,500	Platinum Sponsor Recognition - Reserved Table for 10 at Annual Scholarship Gala; logo on backdrop; full page ad in program, listing on MI's website and quarterly newsletter.
\$1,500	Gold Sponsor Recognition - 2 tickets to Annual Scholarship Gala; logo on backdrop; half page ad in program, listing on MI's website and quarterly newsletter.
\$500	Silver Sponsor Recognition - Company logo in Annual Scholarship Gala program; listing on MI's website and quarterly newsletter.
\$250	Bronze Sponsor Recognition - Company name listed on MI's website and quarterly newsletter.

¹In-kind donations will be valued and represented at the appropriate level listed above.



Foundation Overview

Mistaken Identity was founded in March 2016 and in the short time since then and now, we have had the honor of serving 200 participants in the State of Maryland. We have accomplished this by partnering with and administering the M.I. Program for:

- Baltimore City Community College (Warehouse Inventory Control Associate (WICA) Training Program)
- Prince George's County State Attorney's Office (Back on Track (BOT) Program)
- City of Seat Pleasant Mayor's Office
- Prince George's County Juvenile Courts
- Community walk-in participants

Through our programming and the above partners, we have created increased awareness in the community regarding the value of a "second chance" for misguided young adults and formerly incarcerated individuals. We have helped prove all citizens can be successful if given the right set of workforce development and social-emotional skills.

In 2017, Mistaken Identity partnered with several more organizations with similar mission. ***Our most relevant partnership in relations to vocational training is with Penn Foster.*** Penn Foster is a regional and national recognized accredited career school that provides Mistaken Identity with curriculum, technical support, an online student community and externship training programs with nationally recognized corporations such as CVS Pharmacy, Walgreens, Bright Horizons childcare, VCA Animal Hospitals and more. ***We combine their educational curriculum and platform and our computer lab to provide a consistent and monitored learning environment for any of the eleven (11) industry-recognized certifications.***

In 2017 and 2018 we have continued to partner and obtain MOUs with community and national organizations that have similar missions and objectives enabling us to leverage each other's knowledge, technical abilities and contacts allowing for a greater impact on the community. They are:

- Salvation Army Rehabilitation Center - Hyattsville, Maryland
- Eckerd Connects Workforce Development
- Volunteers of America Chesapeake
- Girls Scouts of America – National Capital Area Council
- The City of Seat Pleasant's Mayor's Office

The combined efforts of our partnerships as well as our local and virtual team provide a dynamic community and a new healthy, supportive dimension to anyone's educational experience.

Program statistics are:

- 2016/2017 served over 240 participants
 - 75% successfully completed our program
 - 85% obtained jobs in their field of study
 - 90% have retained these jobs without incident for 90 days or more.
- 2018 on track to service over 500 community members
- 2019 estimated to support over 1200 constituents

