

**RE: Corporate Sponsorship of Financial Beginnings' programs and initiatives**

Dear Interested Sponsor:

Exciting things are happening at Financial Beginnings! We concluded our most successful year to date, educating nearly 14,000 individuals about personal finance. This past year also marked the launch of our new *Financial Footings* program, which introduces financial concepts to elementary school students. We now have consecutive curricula for students in *all* K-12 grade levels.

More than just a youth-serving organization, we have also expanded our *Unraveling the Mysteries of Your Money* series, which we continue to host in partnership with The Oregonian. Our last several forums in this series drew hundreds of adults eager to learn about relevant financial topics from our assembled team of experts. In the coming year we are debuting our Teacher Training conference, translated curricula for Spanish-speaking audiences, and several other much-anticipated programs.

Over the past few years Financial Beginnings has solidified its role as the region's leader in recognizing the need for, and providing, personal finance education. Behind our success are our supporters: the generous local businesses and corporations who recognize that increasing financial literacy, especially among youth audiences and in low-income communities, benefits us all. Increased financial knowledge contributes to a more resilient economy and an improved quality of life for individuals and families.

Financial Beginnings is requesting that your company joins us in our mission by becoming a corporate sponsor. Your support will enable us to continue to grow our programs and launch new initiatives that are responsive to the needs of our community. Most importantly, your support would result in an incredible number of individuals who receive quality and unbiased personal finance education.

Financial Beginnings' board, volunteers, staff and program participants greatly appreciate your generous consideration of our request. Please let me know if there is any additional information I can provide.

Sincerely,

Melody Bell  
Executive Director  
Melody@FinancialBeginnings.org  
800/406-1876

P.S. I love talking about the great work Financial Beginnings does and would be happy to take you out to coffee to catch you up on all of the great things we have going on.