



February 10, 2010

Executive Director
Susan Kujawa

Dear Friends, Colleagues and Community Members,

Board of Directors
John Carlton, President
Maye Albanez
Marie Campbell
Peggy Coleman
Leslie Dennis
John DeWitt
Susan Futterman
Mark Giles
Marcia Goodstein
Ellen Knell

On **Sunday April 18th**, Mothers' Club will celebrate its 48th year of service in Pasadena with an evening focused on one of our core goals – increasing literacy levels in low-income, at-risk parents and children.

The event, *Read2Succeed*, will honor **Jennifer DeVoll**, Executive Director of the Pasadena Community Foundation. During her seven years in this position, the assets of the foundation have grown significantly and she has provided mentorship and guidance to Pasadena's non-profit executives and volunteer leadership, and to our community's philanthropists. Through the years, the Pasadena Community Foundation has awarded Mothers' Club over \$230,000 in grants.

Linda Lopez
Kathy Magistrale
Patricia McLaughlin
Norah Morley
Ramon Pack III
Sylvia Paz
Manfred Perera
Marsha V. Rood
Aty Rotter
Jil Sheldon
Judy Smith Asbury
Heather Boyle VanMeter
Julie Ward
George Wiley

The event will also honor the **Disney Store**, a division of The Walt Disney Company. Based in Pasadena, more than 200 employees at the Disney Store Headquarters oversee store operations, merchandise design, marketing, systems and finance support. Disney Store is proud to be a part of Pasadena, and to support key community organizations, including Mothers' Club. Since joining our corporate service program last year, 37 employees have completed 4 service projects, volunteering more than 100 hours in our children's program.

We will present our Inspiration Award to a Mothers' Club graduate and guests will hear first-hand how Mothers' Club is changing lives for the better in our community.

In support of an elegant evening at **Castle Green**, actress **Joely Fisher** (currently starring in **FOX TV's 'til Death**) will serve as our mistress of ceremonies.

Community Advisors
Judith Brown, Chair
Carole Babcock
Joan Cathcart
Mary Ann Cunningham
Ann Erdman
Jean Fleming
Adelaide Hixon
Maria Low Way
Judy McDonald
Mary Lois Nevins
Congressman Adam Schiff
Fran Scoble
Judith Wilson

We hope you will join us on April 18, become a patron, or both! Tickets are \$150 and we offer a wide range of patron levels. As an event patron you can help acknowledge our honorees, place an ad in our evening's tribute book and, most importantly, provide needed funds for our work with impoverished families in Pasadena – work that gives them the skills they need to break the cycle of poverty and illiteracy.

Please take a moment to review the enclosed form for patron levels, advertising, tickets and donations. If you have any questions, or need further information, please call (626) 792-2687, extension 122. Thank you very much for your consideration and we look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "John Carlton".

John Carlton
President

A handwritten signature in black ink that reads "Kathy Magistrale".

Kathy Magistrale
Chair, Benefit Planning Committee

Mothers' Club Family Learning Center's Annual Benefit Celebration

Sunday April 18, 2010 at 5:30 p.m.

Castle Green, 99 S. Raymond Avenue, Pasadena

honoring

Jennifer DeVoll, Executive Director

Pasadena Community Foundation and

The Disney Store Worldwide Headquarters

mistress of ceremonies

Joely Fisher of FOX TV's 'til Death



Special Thanks to our Early Bird Sponsors

Sapphos Environmental, Inc.

Pasadena Community Foundation

I. Benjamin Paz, M.D., F.A.C.S. & Vijay Trisal, M.D., F.A.C.S. - South Pasadena Cancer Center

Idealab

Clifford Swan Investment Counsel

Bodyscape Integrative Physical Therapy

Sponsorship & Underwriting Opportunities (See reverse for Tribute Ads, deadlines & payment info)

_____ **BENEFACTORS** - \$ 5,000: Ten event tickets; pre-event publicity; logo presence on website; full-page tribute ad; additional recognition listed below

_____ **PATRONS** - \$ 2,500: Four event tickets; logo presence on website; half-page tribute ad; recognition below

_____ **FOUNDERS** - \$ 1,000: Two event tickets; quarter-page tribute ad; recognition below

_____ **FRIENDS** - A donation under \$ 1,000: Enclosed please find my donation in the amount of \$_____

_____ **UNDERWRITERS** - \$ 1,500: Opportunities to underwrite specific event costs. Acknowledgement in pre-event publicity; logo presence on website; full-page tribute ad; signage at event.

Select from the following:

_____ Castle Green

_____ Wait Service

_____ Entertainment

_____ Wine & Beer

INDIVIDUAL TICKETS & TABLES OF 10 can be purchased at **\$150 per ticket** - order now or wait for your invitation.

_____ Tickets @ \$150 each. Total enclosed: \$_____

ADDITIONAL RECOGNITION: All sponsors and underwriters will be acknowledged on the event invitation, in the tribute book, our quarterly newsletter, and annual report.

About Our Honorees

Disney Store Headquarters: As a division of The Walt Disney Company, Disney Store is a leading retail destination in the United States, Canada, Europe, and Japan, with more than 370 locations worldwide. Disney Store's Worldwide Headquarters are based in Pasadena, where more than 200 employees oversee the store operations, merchandise design, marketing, systems and finance support for the business. Disney Store is proud to not only work in Pasadena, but support some key community organizations, including Mothers' Club. Support is provided through volunteer hours and donations. Disney Store employees around the world donate more than 70,000 volunteer hours per year in their communities.

Jennifer DeVoll and the Pasadena Community Foundation: The Pasadena Community Foundation manages charitable funds for local families and organizations. Jennifer DeVoll has served as Executive Director for seven years during which time the Foundation's assets have grown significantly. Under her leadership, PCF has set up over 200 new charitable funds. PCF has been Pasadena's hometown foundation for over 55 years dedicated to supporting non-profits that serve the local community. The Foundation and its donors have given away over \$48 million and the foundation itself has awarded over \$20 million to local agencies. PCF has been a supporter of Mothers Club since 1974 and has awarded Mothers' Club over \$230,000 in grants.

DEADLINES: To become a sponsor, underwriter and/or place a tribute ad, please complete the information on the reverse side of this form and return in the enclosed envelope. To be listed as a sponsor in the invitation, commitment must be received by **March 3**. For recognition in tribute book and other materials, please send by **April 5**. Artwork/text for tributes should be emailed to sarah@mothersclub.org no later than **April 7**.

TRIBUTE BOOK ONLY: Our Tribute Book can be used to express your personal or company's appreciation of our honorees and/or of Mothers' Club Family Learning Center:

___ **Full Page:** \$1,000 ___ **1/2 Page:** \$500 ___ **1/4 Page:** \$250.00 ___ **1/8 Page/Business Card:** \$100

TRIBUTE AD SPECIFICATIONS: Our Tribute Book will be printed in black and white with a portrait orientation; each page being 5.5 inches x 8.5 inches. Please specify how you will submit your artwork. Specifications are available online at <http://mothersclub.org/V1/Events.html> or by contacting Sarah Orth at 626.792.2687 ext. 122 or sarah@mothersclub.org.

- ___ I will email a black & white jpeg of my tribute (*150 dpi minimum please*).
- ___ Please design a tribute for me using the enclosed/emailed text I provide.
- ___ In addition, please incorporate my company's logo, which I will email to you as a jpeg (*150 dpi minimum*).

PAYMENT INFORMATION:

Contact Person: _____

Name exactly as you wish it to appear: _____

Address: _____

City/State/Zip: _____

Telephone Number: _____

Email Address: _____

(for Mothers' Club use only)

___ Enclosed is my check made payable to **Mothers' Club Family Learning Center**

___ Please charge my credit card: ___ Visa ___ Mastercard ___ Amex

Account#: _____

Expiration Date: _____/_____/_____

Authorized Signature: _____

QUESTIONS OR OTHER INFORMATION: Please call (626) 792-2687 extension 122.

*On behalf of the Board of Directors and the children and parents of Mothers' Club,
thank you so much for your support.*

