



January 2021

Dear Community Member,

Thanks to supporters like YOU, over the last 35 years the Scholarship Fund of Alexandria (SFA) has raised over \$16.5 million dollars in scholarships and sent over 5,000 bright hard-working graduates of T.C. Williams High School to college. The need for college scholarships among Alexandria students with financial need has simply never been greater than Right Now.

HOW CAN YOU HELP? DONATE AN ITEM OR GIFT CARD TO OUR GALA 35 SILENT AUCTION

NOW We are now graciously and gratefully accepting Auction Donations for *GALA 35* – our **35th Anniversary Event April 23-25, 2021!** All proceeds from the Gala will directly support college scholarships for local students with financial need. Our annual Gala is one of the largest and most successful events of its kind in the Washington area. We are moving forward with this important tradition with excitement and renewed focus on the future. **While the times are challenging, we are asking for your support because our students need help now more than ever.**

WE WILL WORK EXTRA HARD THIS YEAR TO PROMOTE YOU AND APPRECIATE YOUR SUPPORT

Not only will your generous donation benefit a fantastic cause; it will also provide you with a unique marketing opportunity. You'll gain exposure to our donors and patrons, and to the public, through our web, print, social media and event publicity and marketing – a list of 10,000 local emails.

Gift cards drive business to your door or your website for virtual ordering. **Unique items and experiences** create buzz for your business. We will step up our social media and email marketing to give back to YOU when YOU GIVE. We're all in this *together...go to: sfagala.givesmart.com to donate.*

THE GREAT NEED IN YOUR COMMUNITY RIGHT NOW

We know that two out of three students at T.C. Williams live at or near the poverty level. That means that two out of three families have trouble putting food on the table, let alone saving for college. COVID-19 and its far-reaching impacts are devastating local families who already struggle and live near the poverty level. **We need to act now to invest in the students of the COVID generation and help make sure their college dreams become reality.**

GALA 35...IT's NOW . While we know this been a challenging time for all, we also know that local students are counting on us like never before. We hope you will once again donate an item to our Silent Auction to help send local Alexandria students to college. Last year's virtual silent auction was a tremendous success. We need your continued support this year to help students in the Class of 2021.

By supporting scholarships for kids in your local community, YOU are investing in the future – a future of promise, success, and financial independence for smart, hard- working kids with financial need. They've never needed your help more than right now. Your support will make a difference – a critical difference – in a student's future right now. Our scholarships change lives, *forever*.

To donate to our Silent Auction, go to sfagala.givesmart.com. We'd be happy to have a volunteer member of our 2021 Gala Committee pick up your item. Contact us at: SFAGalaChair@gmail.com

Thank you in advance for your continued support.

Sincerely,

Kate

Kate Bertles Hennigan
2021Gala Co-Chair

Cassandra

Cassandra Sullivan
2021 Gala Co-Chair

P. S. Please know how grateful our students will be for your generosity!