

THE GENESIS GROUP

“Focusing on the Community's Agenda”

“Your Continued Support IS Making a Difference”

**HELP US
REACH OUR
GOAL!**

November/December 2014

Dear _____

2014 – 2015 Annual Fund Appeal

Thanks to your continued support and contribution, The Genesis Group *is* making a difference in our community. We *are* creating positive impact, bringing individuals and organizations together, and fostering unity and cooperation throughout the Mohawk Valley's cities, towns and villages.

Along with our partners, Genesis hosts a number of regional forums to promote timely discussions in an effort to develop coordinated action items to be implemented by our volunteers and committees, as well as other community organizations and local governments.

Our Board Members and Volunteers have established committees and projects in areas of Education – including our Colleges, Healthcare, Technology and Tourism. *Some of them include:*

- ~ *College & Career Programs in area schools*
- ~ *Regional Education & Healthcare Recognitions*
- ~ *Area Fam Tours with O.C. Tourism*
- ~ *Regional Independence Day events*
- ~ *9/11 Prayer Breakfast*
- ~ *Sangertown Loves College Students*
- ~ *Discovery Tours of Area Businesses and Places of Interest*
- ~ *STRIVING FOR SUCCESS ~ Young Professionals Initiative*
- ~ *Community Forums to Heighten Awareness on Pertinent Issues*
- ~ *Gems of Distinction at GEMS Along the Mohawk, Herkimer*

The Genesis Group is strategically positioned to advance these projects as well as many others, but we need YOUR continued support and financial assistance.

Our Board of Trustees have all made a commitment and a financial contribution. They join us in asking you to do the same.

Genesis is proud of our past, engaged in the present, and excited for our future!

Sincerely,

Gene F. Quadraro
President

Keith A. Fenstemacher
Vice President

Raymond J. Durso, Jr.
Executive Director

Make an Investment into the Future of the Mohawk Valley

2014 – 2015 Genesis Group Annual Fund Appeal

****As a major sponsor of Genesis, you and your company will benefit from significant exposure to thousands of Business and Community Leaders, as well as the general public. Genesis has more than 5,200 people receiving our emails. In the last 12 months, more than 3,400 people have attended our events and meetings. You will also be included in all advertisements with local media –including newspapers, radio, online and television promotions.**

_____ \$ 10,000.00 Diamond Investment

Full Page Ad in Genesis programs – Branding Sponsor status at Genesis events and activities throughout the year - Your company logo on the Genesis website with a direct link - Your company featured in “**GENERATE**” the Genesis Newsletter - Recognition table at all Genesis Monthly Meetings -(16) tickets to Community Pride events – banner displayed at all events and meetings

_____ \$ 5,000.00 Ruby Investment

$\frac{3}{4}$ Page Ad in Genesis programs – Major Sponsor status at Genesis events and activities throughout the year - Your company logo on the Genesis website with a direct link - Your company featured in “**GENERATE**” the Genesis Newsletter - Recognition table at all Genesis Monthly Meetings -(8) tickets to Community Pride events – banner displayed at all events and meetings

_____ \$ 3,000.00 Emerald Investment *(Special Incentive)***

$\frac{1}{2}$ Page Ad in Genesis programs – Major Sponsor status at Genesis events and activities throughout the year - Your company logo on the Genesis website with a direct link - Your company featured in “**GENERATE**” the Genesis Newsletter - Recognition table at all Genesis Monthly Meetings -(4) tickets to Community Pride events – banner displayed at all events and meetings

**** Investments made at the Emerald, Ruby or Diamond Levels – allows your company to be a major sponsor of ALL Genesis Events, Activities and Projects throughout the year.**

_____ \$ 1,000.00 Sapphire Investment

$\frac{1}{4}$ Page Ad in Genesis programs – Your company logo on the Genesis website with a direct link - Recognition table at all Genesis Monthly Meetings -(2) tickets to Community Pride events

PAY BY CHECK – The Genesis Group, SUNY Poly, 100 Seymour Road, Utica, NY 13502

PAY WITH CREDIT – Visit www.TheGenesisGroup.org (PayPal)

(CONTRIBUTIONS ARE DEDUCTIBLE ~ Genesis Group is a 501 © 3 Not for Profit Corporation)