

Balboa

Pee Wee



October 10, 2011

To Whom It May Concern:

It is with great passion and commitment that I am writing this letter on behalf of the Balboa Raiders Pee Wee football team. We are trying to reach out to the local San Diego business base in an effort to win sponsorship and financial support. Our football team is comprised of thirty-four (34) inner city youth, seven (7) coaches, and two (2) team moms.

Balboa Youth Football has been an integral part of the Southeast and Eastern areas of San Diego for the past 55years. Our mission within Balboa is to take the inner-city youth and simply provide them with a positive outlet by keeping them on the field and off the streets. We believe in encouraging youth to express themselves through their athletic abilities while providing them with a strong sense of community and family support.

Our organization is comprised of community leaders, government workers, moms, dads and the community. Many of our coaches are former Balboa players themselves. We are driven off a sense of community, dedication, and commitment and that is what we instill in the players within our league. Many of these children are being raised in gang-infested areas, so our main focus is to keep them from joining that life; we open our League to boys and girls between age 4 and 14 years of age.

This season Balboa has been gifted with many talented teams. However, there is one team that is beyond good, they are down-right phenomenal! The Balboa Raiders Pee Wee team is comprised of 34, 6th graders between the ages of 10-12 years old (majority being 11 years of age). These boys are something very special and together they are not only a great team, they are a brotherhood. They know what it is like to be ruled out, and dismissed, to be the true "under-dog". This team has been 3 years in the making, and they are a true "Cinderella" story.

This current season, not only have our boys worked to gain the notoriety, the respect, but we have gone from being completely off the radar to now being a nationally ranked football team. We are currently ranked #16 in the National AYF rankings and mid way through the season find ourselves practically unstoppable with a 4-0 record. We are looking to go all the way this season, and that brings us to the purpose and focus of this letter.

As expressed, our Pee Wee team is currently 16th in the National rankings; we are looking at having an undefeated season, and making it to the local SDAYF Championship. However, this team is something special, and our hopes are to go beyond San Diego, and have them compete on the National level at the 2011 AYF National Championships in Kissimmee, FL.

This is a once in a lifetime opportunity for our boys and unfortunately as great as they are on the field, they may not be able to take advantage of this opportunity due to lack of funds. As one can imagine, to transport 34 players across the country is no easy feat by any means, from the estimates obtained (please see attached cost analysis), it will cost roughly \$26,000 to get the entire team to Florida. We are reaching out to the community and local business owners within San Diego to seek some type of assistance. Our organization is a non-profit and any donation/sponsorship would be completely tax-deductible (please see the EIN number at the below).

Please allow me to explain why this donation/sponsorship is about far more than monetary assistance. Our boys are at a critical stage in their life, in which they are being challenged daily and faced with many pressures of being

a youth in the inner-city. They are at an opportune age for us to take this chance to show them what is beyond their life in San Diego, that with hard work, determination, and motivation they can succeed on any and all levels. We want them to have this experience as an opportunity to “taste” their future, to show them that if they stay positive and on the “right” path that their potential is limitless.

Furthermore, we would like them not only to get the chance to showcase their talents and meet some of the best and brightest in the country, but we also want to give them the opportunity to visit some of the local colleges in the area and experience the doors that football can open for them. We want to give them the chance to experience and be part of something great, something bigger than them, something for their brothers and for their community. Our team would not only be representing Balboa Raiders, but also, San Diego, California, and the Nation. I cannot begin to stress enough how special this team is, but even deeper than that how special and remarkable each and every one of these children are.

I write this letter pleading to you for an opportunity for them. \$26,000 is a lot of money but it is attainable, if we can get the support of this wonderful community behind us, we promise to represent your business and our great City proudly. I extend a challenge to you and your company, to come out to one of our games, or practices and meet our boys, meet our coaches, meet our team moms, come out and talk to us, meet these spectacular kids and then decide if they deserve it and if this is something you would want to be part of. Our team is comprised with some of the best and brightest athletes in the nation, but beyond and more importantly than that, it is comprised of some of the best and brightest students as well, these kids are not just athletes, they are stellar students, wonderful children, they are quite simply our FUTURE. See this as an investment if nothing else and investment in the future posterity of your company or your city.

Furthermore, aside from our wonderful players our team boasts some of the best coaches in the nation as well. Our coach’s teachings go far beyond the football field and carry over into the character of these children. They are aware that what they have is precious and they do not tread lightly in that regard. They not only teach the players football, but they teach them morals, determination, hard work ethic, discipline, listening skills and character building that extends far beyond the field. As you can see I am extremely passionate about my team on all levels and in fact the words that I write truly cannot convey the magical nature of how great this team (as a whole) really is. That is why I ask you to come meet them, come judge for yourself, they are simply amazing!

I personally thank you for your time and thoughtfulness in this matter, and ask that you please take into consideration that aside from everything else, we are on a bit of a time crunch as well, that is why we are asking if possible to please let us know if you can provide any assistance to our team by November 15, 2011.

Sincerely,

Kimberli Coons-Banks, Co-Team Mom
On behalf of, Balboa Raiders Pee-Wee Staff
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