



WORK SAMPLES

FUNDRAISING APPEALS

NOTES

The piece for the Allentown Area Ecumenical Food Bank was created by Dennis Zehner - the President, Chief Marketer, and CEO of EmpowerStar Marketing. His father - Dennis Zehner, Sr. - served as President of the food bank's Board of Directors from 2014 until his passing in Oct. 2016.

The piece for what was known then as the Adult Literacy Center of the Lehigh Valley in Allentown, PA, was created by Dennis Zehner of EmpowerStar Marketing during his tenure with that organization.



Allentown
Area Ecumenical
Food Bank



A SPECIAL APPEAL

As we know, the city of Allentown has undergone dramatic transformations in the past few years that have brought fine dining, high-end retail, and a top-notch sports arena to the downtown. **Meanwhile, the Allentown Area Ecumenical Food Bank - the only food bank that serves the city's neediest families five days a week - has faced a dramatic decline in revenue, one that could jeopardize its very existence.**

Higher costs driven by inflation - created in part by the jagged peaks and valleys found in recent stock market charts - and a decrease in cash donations led to substantial losses in our funds in our last two fiscal years. The recent Pennsylvania state budget stalemate has made the situation dramatically worse because it cut off funding from the Second Harvest Food Bank of the Lehigh Valley, the largest provider of our food bank's stock.

The resulting decrease in supply has required us to spend money at an alarming rate to purchase food on the open market. The depletion of our funds and rising costs even forced us to stop providing eggs - a vital part of any menu - to our clients for several months. While a short-term budget settlement was reached recently, there likely will be more protracted budget battles to come in the state capitol.

Our food bank already runs an exceptionally lean operation, making meaningful spending reductions impossible. Our space is leased at well below market value until 2017, our staff consists of six part-time employees, and approximately 200 volunteers provide about 3,900 hours of service each year to keep things going.

As we provide food to approximately 25,000 people each year - of which more than 35 percent are children - a suspension of our service would be devastating to a large number of real people. These people may include a family at your church that is forced to choose between heating the house or putting food on the table or anybody like you and me who faces unexpected job losses, illness, or other catastrophic events.

We have taken an important step by introducing our new website at AllentownFoodBank.org on April 1, 2016. The site provides information for clients and potential clients and provides a quick, safe, and easy way for people like you to support our efforts with your greatly needed contributions.

With the activation of this site, we are issuing a special appeal to people like you to help the Allentown Area Ecumenical Food Bank stabilize its depleting finances and ensure that the city's neediest families do not go hungry while the city enjoys greater success. **Every contribution makes a big difference. For example, a \$10 donation can provide a family of three with a three- to five-day food supply. Every dollar really does matter!**

All money raised allows our food bank to provide a most basic necessity to those who truly need it. **You can make your donation easily at AllentownFoodBank.org on your PC, laptop, or smart phone.** You also may download an appeal form and send a check or money order. We are asking our partner churches to add this notice to its weekly bulletins and on its digital media platforms. Don't forget that your employer may have a matching gift policy that could make an even greater difference.

With your support, we can make a positive impact today in our community by helping to alleviate hunger.

Very sincerely yours,
Dennis W. Zehner, Sr.
President
Allentown Area Ecumenical Food Bank Board of Directors

534 Chew St., Allentown, PA 18102 • 610.821.1332 • AllentownFoodBank.org

The Allentown Area Ecumenical Food Bank is a nonprofit organization with IRS 501(c)(3) status. Its federal tax identification number is 23-2214543. The official registration and financial information of the Allentown Area Ecumenical Food Bank may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.



**Allentown
Area Ecumenical
Food Bank**

SPECIAL APPEAL GIVING FORM

Contributions to the Allentown Area Ecumenical Food Bank **can be made instantly, easily, and safely with your PC, laptop, or smart phone at AllentownFoodBank.org.** Contributions also can be made by submitting the form below with your check or money order.

Contribution Amount ___ \$10 ___ \$25 ___ \$50 ___ \$100 ___ Other \$ _____

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone Number _____

E-Mail Address _____

If this is a gift in honor of or in memory of somebody, please indicate here _____

Please return this form by mail with your check or money order - payable to Allentown Area Ecumenical Food Bank - by postal mail to:

Special Appeal
Allentown Area Ecumenical Food Bank
534 Chew St.
Allentown, PA 18102

Thank You for Your Support!

534 Chew St., Allentown, PA 18102 • 610.821.1332 • AllentownFoodBank.org

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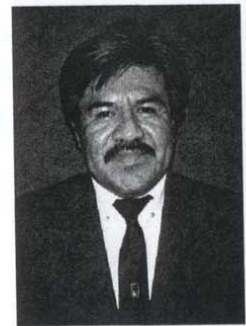
ADULT LITERACY CENTER OF THE LEHIGH VALLEY

801 HAMILTON ST., SUITE 201
ALLENTOWN, PA 18101-2420
(610) 435-0680; FAX (610) 435-5134
info@alclv.org

It's Never Too Late to Learn!

Dear Friends and Supporters,

Alfonso Rosas came to the U.S. from Mexico after he had dropped out of 8th Grade to sell peanuts and gum on the street and he had grown discouraged by the poverty and starvation around him.



He found a better life in higher-paying American jobs. But when an illness took away his ability to do physical labor, he knew he needed a better education

and a greater command of the English language.

He came to the Adult Literacy Center of the Lehigh Valley (ALC) and completed its English to Speakers of Other Languages (ESOL) and Adult Basic Education/GED (ABE/GED) programs. Today, he is in the HVAC program at Lehigh Carbon Community College. Alfonso is considering enrolling in a four-year college, and his son is thinking about college too.

Continued ...

Impressed by Alfonso's story, the Pennsylvania Department of Education recently named Alfonso one of its ten Adult Basic and Literacy Education (ABLE) Students of the Year.

The good news is that Alfonso is one of the 13,000 men and women who have gained the skills to be more successful community members, employees and adult family members through ALC's programs since 1977. The challenging news is that the Lehigh valley still has thousands more who need our agency's services:

- ◆ More than 27% of adults in Allentown lack a high school diploma or a GED, nearly 40% above the national average.
- ◆ More than 15% of Lehigh County residents speak a language other than English, more than double the state average.
- ◆ The number of local residents who say they speak Spanish rather than English at home rose 87% in the 1990's. Of those persons, 40% said they spoke English less than "very well."

That is why it is important to contribute to ALC, and that is why we are asking you to donate to our 2004-2005 Annual Appeal. Together, we can help others like Alfonso create a better life for themselves and for their families.

Sincerely,



Linda V. McCrossan, Ed.D.
ALC Executive Director

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