



## Hopewell-Keroka Alliance

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Dear Friends,

It all started with an inspirational biology teacher and his class' idea to travel to Kenya in Summer 2007 to visit his childhood village, witness life and living conditions there and help halt the spread of mosquito-borne malaria. Shortly thereafter, concerned students, teachers, parents and residents alike founded the all-volunteer **Hopewell-Keroka Alliance** (HKA) non-profit organization, following that first Hopewell Valley Central High School (HVCHS) student trip to this region of small villages within the rural tea-growing Keroka area of southwestern Kenya in East Africa.

The trip had a profound impact upon students and adult chaperones alike, the realities and disparities in daily living in bare between two distant communities, and a collaborative relationship and enduring friendship forged over time. Simply put, HKA seeks to build an ongoing humanitarian and cultural bridge between the Hopewell Valley and Keroka communities and to improve overall health, education and infrastructure for residents of multiple small villages within that particular small corner of Kenya. **HKA New Jersey** selects and manages its projects in conjunction with **HKA Keroka**, a sister non-profit organization comprised of community leaders and volunteers on the ground in Kenya.

Ten years later and almost \$170,000 raised in the United States in the interim, HKA volunteers of all ages have funded the following infrastructure-, health- or education-related improvements within Keroka's 10,000-resident Nyankoba Ward:

- Recent drilling of a first deep well to provide easier community access to water (research this past summer showed that local families currently spend an average four hours each day collecting water, even longer in the dry season).
- Construction of the area's first tea-buying center, speeding tea to market before wilting (tea is the main cash crop).
- Assisting with the construction and equipping of the area's first two health-care centers.
- Upgrading five miles of dirt tracks to 16-foot-wide, all-weather, stone-surfaced roads, with culverts and drainage.
- Facilitating electrical connection, wiring and lighting in 10 schools, the two health-care centers and tea-buying center.
- Not to mention installing rooftop rainwater-collection tanks on school and community buildings as on-site water sources, supplying educational or scientific equipment, textbooks and sports supplies to local schools, planting trees, and providing 5,000 mosquito bed nets for home use, dramatically decreasing the area's incidence of malaria.

We still have much more we wish to accomplish in support of our friends and neighbors in Kenya in the years ahead.

The purpose of this letter is to ask you to consider becoming an **HKA sponsor** by making a tax-deductible contribution in prelude to **HKA's 10<sup>th</sup>-anniversary gala** – “**A Harvest of Hope: Hand in Hand, Together, These Past 10 Years**” – at the Stony Brook-Millstone Watershed Association in Pennington on Saturday, October 21, 2017. **Our goal is to raise \$15,000 that night** to help create computer labs in village schools, develop three soccer fields for players of all ages, and upgrade remaining roads to create a transit loop among villages.

Your organization's support would be acknowledged in multiple ways in the months ahead. Attached is a **sponsorship form**, with more details, for your consideration and completion.

What started as a humanitarian-outreach idea a decade ago has blossomed into a full-fledged partnership. With your help, we're excited to see what we may accomplish together in the next decade. We thank you, in advance, for your generosity.

Sincerely,

Dr. Lillian Rankel, Co-Founder and President, Hopewell-Keroka Alliance, Pennington, NJ

*Hopewell-Keroka Alliance is a tax-exempt 501(c)(3) non-profit, all-volunteer, charitable organization. IRS tax-identification number available upon request. All monetary donations tax-deductible to the fullest extent allowed by law. With HKA thanks, HVCHS students created the logos above in 2017 and 2008, respectively.*



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## Sponsorship Opportunities

Monetary donations of any size – as well as coupons, gift certificates, merchandise or services, suitable for auction – are welcomed and greatly appreciated for use during HKA’s planned fun, festive **10<sup>th</sup>-anniversary gala** – “**A Harvest of Hope: Hand in Hand, Together, These Past 10 Years**” – at the Stony Brook-Millstone Watershed Association in Pennington on Saturday, October 21, 2017. **Our goal is to raise \$15,000 that night** in support of the 10,000 residents of the Nyankoba Ward within southwestern Kenya’s greater Keroka area in East Africa – more specifically, to install computer labs in village schools, develop soccer fields for players of all ages, and upgrade remaining roads to create a transit loop among multiple villages, among other anticipated projects.

### Sponsorship includes:

- Prominent branding, by sponsorship level, using company name or logo, during 10<sup>th</sup>-anniversary gala in October.
- Acknowledgement, by sponsorship level, in all pre- or post-event publicity to local, regional or state media.
- Acknowledgement, by sponsorship level, on HKA website.
- At the \$500 level or above, a gift of one bag of **fine black tea**, locally grown by village farmers within Keroka’s 10,000-resident Nyankoba Ward and hand-carried back from Kenya next month by visiting HKA board members, thereby further supporting that area monetarily a bit more.
- Two complimentary gala tickets at the \$500 level or above.

### Sponsorship levels:

- \$1,000 (Mshindi,\* or Champion).
- \$500 (Mtoaji,\* or Giver).
- \$250 (Mlinzi,\* or Patron).
- \$100 (Rafiki,\* or Friend).
- Other amount of your choice. Other donation of your choice.

\* *Swahili is a common unifying language spoken across East Africa, including Kenya.*

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## Sponsorship Form: Yes, please count me in!

Sponsor/company/organization name: \_\_\_\_\_

Your name/title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-mail address: \_\_\_\_\_

My desired sponsorship level/donation (*pickup available*): \_\_\_\_\_

Members of my organization would like to attend the October gala; please send us ticket information: Yes \_\_\_\_ No \_\_\_\_.

Please make checks payable to “Hopewell-Keroka Alliance” (with “Gala” in memo line) and mail to: **Hopewell-Keroka Alliance**, P. O. Box 67, Pennington, NJ 08534 (**Attention:** Dr. Andy Jackson, Treasurer). All sponsorship funds raised will be used **directly and in full** to benefit the residents of the multiple small rural villages served by HKA New Jersey and its all-volunteer, non-profit sister organization HKA Keroka in Kenya. **Note:** All HKA members who travel to Kenya do so at their own expense; HKA funds never used on travel-related expenses. We thank you for your generosity!