



# Gwendolyn Brooks Middle School

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6<sup>th</sup> grade Assistant Principal  
7<sup>th</sup> grade Assistant Principal  
8<sup>th</sup> grade Assistant Principal

March 1, 2017

Dear music director/club sponsor,

We are writing to you today to strongly encourage you to seriously consider a partnership with **Century Resources** for your next fundraising campaign. For many years we tried many fundraising project ideas including fundraisers with other food product companies.

We struggled to find a balance between the work time and energy that was required of each us to operate a successful fundraiser, only to be rewarded with a small monetary profit return for all our fundraising efforts.

For many years, in order to meet our yearly financial fundraising goals, we were forced into this vicious cycle of having to run multiple, all year round, fundraising campaign projects during a school year, which quickly became a heavy burden not only on us as directors/sponsors, but also our booster parent organization, our students, and our community.

However, since partnering with **Century Resources** not only has our fundraising experience been the EASIEST to operate, this fundraising campaign model has been by far the most EFFECTIVE in terms of financial success and continues to be a yearly profit growing fundraiser operation since we've started using **Century Resources** products.

We no longer have a need to run multiple fundraisers in a school year to meet our fundraising goals, but now only do this ONE fundraiser, often exceeding our yearly fundraising goals, and then we are DONE fundraising for the ENTIRE school year! Part of the success of this fundraiser is because students are greatly incentivized by the prizes awarded to them for their sales. In addition, customers duly enjoy the high quality products featured in the **Century Resources** catalogs while providing their generous support toward our organization/clubs.

Once you get involved with **Century Resources**, you will quickly appreciate how almost everything is done for you; from the preparation of fundraising materials, the kick-off presentation done by your **Century Resources** sales representative at your school, the management of catalog/online sales, and the easy organization of product when delivered to your school. Additionally, your territory sales representative and customer service representative are there to help answer any (and all!) questions you may have along the way. **Century Resources** stands behind its products, they want your fundraiser to be successful, and their service to you and your customers' satisfaction really shows!

If you have any further questions regarding this partnership with **Century Resources** and the fundraising process, please feel free to contact us. Best of luck to you and we hope your next fundraiser with **Century Resources** can be as successful as what we have experienced with the company over the years.

Sincerely,

Martha Albers, James Barnard, Fernando Carrillo  
Gwendolyn Brooks Middle School - Music Department