

January 2020

Dear Friend of Literacy,

The So CA Tri-Counties Branch of the International Dyslexia Association focuses on educating professionals and the general public about dyslexia and learning disabilities. We're having a *Casino Night for Literacy* on Saturday January 11 at the Canyon Crest Towne Centre. At the end of the gaming, participants will cash in their chips for raffle tickets.

We are in need of gifts and/or gift certificates for items and/or services and therefore we are requesting your kind assistance in this matter. We are particularly highlighting the Towne Centre merchants but it would be wonderful to have a bunch of different merchants as well. After all, we have many participants from all over Riverside County and from Orange County as well. It is our hope that you will be able to provide us with something of interest to those in attendance. In return for your generosity, you will receive:

- Acknowledgement on our website and Facebook page
- A page with your name given to everyone who attends
- A verbal thank-you throughout the event

Please consider the following benefits for your investment:

- High-profile exposure distributed to a large number of individuals interested in literacy;
- Targeted advertisement to the families and teachers of over 100,000 students;
- Tax-deductible contributions to education (we are a 501(c)3 organization – Tax ID 33-0060987)
- An opportunity to invest in the future of your company through enhancing literacy

Monies raised by this event will be used to publish and mail newsletters; present free, public forums and community meetings; and create, distribute, and provide resources and informational packets to teachers, parents, professionals, and adults and children with dyslexia and learning disabilities. All of this is to help those who struggle with literacy.

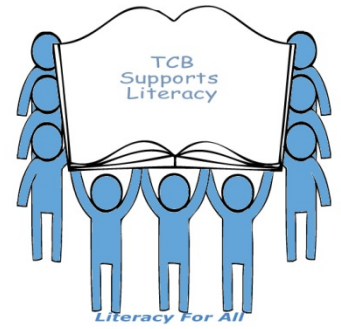
Approximately 20% of the population experiences issues with reading, spelling and writing that fall within the category of dyslexia. It is the most common cause of reading, writing and spelling difficulties. Dyslexia is a specific learning disability that is neurological in origin. It is not a disease or a sign of poor intelligence. Dyslexia is not the result of laziness or lack of caring. The So CA Tri-Counties Branch of the International Dyslexia Association is one of 47 IDA Branches nationwide. We are an organization of volunteers and recognized as a non-profit (501(c)3) organization under the laws of the State of California - #95-7152003. Our EIN number is 33-0060987.

Thank you very much for your assistance,

*Regina G. Richards*

Regina G. Richards, Vice President, TCB

Direct Phone: 951-784-2569



Southern CA Tri-Counties Branch  
Formerly The Inland Empire

Branch Of IDA

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Your name \_\_\_\_\_

Business name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Item donated \_\_\_\_\_