



The Dream Mile 5K

Run/Walk 2008 5K

A few miles for a million dreams

Chicago, Illinois

September 07th 2008

<http://www.thedreammile.org/chicago>

Dear Sir/Madam,

On behalf of the Chicago action center of Vibha, I would like to invite you to partner with us for the 10th Annual Dream Mile 5K, held on September 07th 2008, at Busse woods forest preserve (grove number 5-16), Elk grove village, IL.

Vibha is a non-profit organization that was founded in 1991 with a vision to ensure that every underprivileged child attains his or her right to education, health and opportunity. Since its inception, Vibha has supported over 165 projects in India and 10 projects in USA. With the support of patrons such as you, Vibha has been able to positively impact the lives of more than 110,000 children.

The Chicago action center of Vibha, founded in 2006, has had great success in reaching out to the local community through awareness campaigns via booths at Lemont temple, BSNA function, IAMA conference, Independence Day celebration, Punjabi Sports Festival and media coverage.

This year, the Chicago action center is organizing the Dream Mile 5K for the first time. The Dream Mile 5K is expected to attract more than 100 participants and over 30 volunteers. The publicity campaign for this event reaches out to literally thousands of people in Chicago through various flyers/posters, print ads and online campaigns.

Organizations such as Sports Basement, e-Trade, Tesco, Genentech, and Wells Fargo have been among our many partners in the past. We have attached more specific information about the Vibha Dream Mile and Vibha's efforts to improve the lives of underprivileged children in the US and in India for your reference.

Please feel free to get in touch with us if you need any further information.

We look forward to partnering with you and your organization for a worthy cause that seeks to better the future of underprivileged children.

Sincerely,

Surya Dutta & Sanjeev Gupta
Marketing Coordinators, Chicago
The Dream Mile 5K (2008)
Phone: 847-226-0654
Email: chicago@dreammile.org

Encl:

- (i) Details about Vibha's mission (Page 7)
- (ii) Details about Vibha's project activities and specific examples (Page 8)

The Dream Mile 5K

September 07th 2008

Between June and November 2008, thousands of people from in and around Chicago will each take a few purposeful steps in support of a mission that seeks to better the lives of underprivileged children.

From its inaugural year in 1999, The Dream Mile 5K has been our flagship event for fundraising as well as increasing awareness about the plight of less fortunate children. With every passing year, this event has grown from a small event attended by mostly Vibha supporters to a permanent fixture on the calendars of serious runners in these cities: Atlanta, Bay Area, Dallas, Twin Cities, Washington DC, Austin and Los Angeles.

Some examples of local charities supported in the past by Vibha are:

1. Part of proceeds from the Vibha Walk/Run 2006 in BayArea supported the Sacred Heart Community Service, San Jose and San Jose Neighbors That Care providing food and clothing to 200 at-risk children.
2. The Dream Mile 5K 2007 supported Future Families: an organization that helps children who have suffered from abuse, loss or trauma to grow into healthy adults.

Details - In Chicago this year, The Dream Mile 5K is scheduled for September 07th, 2008 at Busse Woods, Elk grove village, IL.

1. We are targeting total participation of over 100 runners this year with over 50 children who run for free.
2. Our media campaign reaches out to over 5000 high-income, urban professionals who live and work in and around Chicago.
3. These are people with high disposable incomes, high aspirations, an active outdoor lifestyle and who are conscious of the need to support those less lucky privileged than themselves.

The publicity campaign for the event is kicking in to high gear. Between now and the event day, our energetic volunteers will be working to publicize the event throughout Chicago. The publicity media for this event will include:

- TV/Radio Ads
- Publication - Vibha targets focused outdoor publications & general media outlets
- Extensive publicity campaign using print, electronic and online media
- Significant outreach to past patrons via Vibha's extensive databases
- Web publicity
- Event Day Publicity: Banners, Booth, Announcements, Souvenirs

Partners of prior Vibha Run/Walk (Bay Area)



Sponsorship Options

Features/Level	# Of People Reached	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Associate Sponsor	Tier 1 Sponsor	Tier 2 Sponsor
Your choice: Please check (√)								
Amount		\$2000	\$1500	\$1000	\$500	\$250	\$100	\$50
Free Registrations		20	15	10	5	0	0	0
Logo/Banner/Name on Vibha Chicago's Walk web site	1000	Banner	Banner	Banner	Logo	Name	Name	Name
Logo/Name on publicity flyers	10000	Logo	Logo	Logo	Logo	-	-	-
Logo/Name on t-shirts	5000	Logo	Logo	Name	Name	Name	-	-
Company Name and URL on all Walk promotion e-mails (Yes/No)	5000	Yes	Yes	-	-	-	-	-
Company Booth at Walk Site (Yes/No)	500	Yes	Yes	Yes	Yes	Yes	-	-
Ads in walk souvenir distributed to participants	150	Full page	Back Cover Full page	Inside Front (or) Back Cover Full page	Full page	Half Page	Quarter Page	Name

**Customized options available. Please contact the below for further information:*

Name: Nikhil Neelakantan

Phone: 1-952-201-4488

Email: nikhil@vibha.org

A few miles for a million dreams

Proceeds from this event will benefit Vibha supported child development projects for underprivileged children in India and US

ORGANIZATION NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

WEBSITE: _____

EMAIL: _____

PHONE: _____

SPONSORSHIP OPTIONS _____

Check enclosed for amount: \$ _____

SIGNATURE: _____ DATE: _____

Make checks payable to: **VIBHA**
Mail to: Chandan Singh
ATTN: The Dream Mile 5K (2008),
1031 Belmar Ln,
Buffalo Grove,
IL-60089.
Phone: 847-704-2825;
Email: Chicago@dreammile.org

Vibha – The Organization

Vibha is a Sanskrit word that means *inner radiance* or *brightness* and it signifies our organization's vision of providing every underprivileged child with an opportunity for a brighter future.

We are a US based non-profit, non-religious, non-political volunteer organization that seeks to restore the promise of a future to underprivileged children by providing them access to education, healthcare, shelter and nourishment. In the US, Vibha volunteers raise awareness and resources to support child development initiatives in India and the US.

Since our inception in 1991, we have made a difference to the lives of thousands of underprivileged children and this has been possible only through the generosity and commitment of people like you.

Vibha – The Vision

To ensure that every underprivileged child attains his or her right to education, health and opportunity.

Vibha – The Mission

Educate, empower and enable every individual who wishes to make a positive difference in the life of an underprivileged child.

Vibha- Projects

Since its inception, Vibha has raised nearly 6 million dollars with the help of patrons like you and has supported more than 110,000 children through 175 grassroots projects in India and the US.

90 cents of every dollar that Vibha raises through its fundraising activities goes directly to these projects. We have been rated as one of the most efficient charities in North America.

Though the major focus of Vibha is to provide basic needs such as healthcare, education, nutrition, recreation and vocational training to the underprivileged children, Vibha has stepped in to help communities when natural calamities have befallen such as the Tsunami in 2004 and hurricane Katrina in 2005.

Projects in USA:

- Sacred Heart Community Service, San Jose, California (ongoing)
- Collin Intervention For Youth House(CITY House), Plano, Texas (ongoing)
- Kids coming home (ongoing)
- Big Brothers Big Sisters of the Greater Twin Cities – Minneapolis, Minnesota(ongoing)
- Atlanta Day Shelter for Women and Children - Atlanta, Georgia
- Austin Children's Center - Austin, Texas
- San Jose Neighbors That Care, Inc. - San Jose, California
- Dallas Heart House - Dallas, Texas
- NFCDA (North Fulton Child Development Association) – Atlanta , Georgia
- The Make-A-Wish Foundation of GA and AL - Atlanta , Georgia and Alabama

Hurricane Katrina Relief (2005):

- Martin Behrman Elementary School (Charter School) in New Orleans

Tsunami Rehabilitation Projects (2004):

- Association for Sustainable Community Development - ASSCOD: Medical Camps, School supplies, Utensils for 500 families in 11 villages
- Society For Education and Action - SEA: School supplies, Food for 600 families in 12 villages
- Vidyarambam: Education, Mobile Toys Van reaching 750 children
- Rising Star Outreach - RSO: Distributed Saris, Bed Sheets

Projects in India

Today, over 59 million Indian children in the school-going age are outside the school system. There are 18 million street children and over 15 million children living as bonded laborers. Through its various projects spread across 9 states/Territories of India, Vibha has made a positive difference to more than thousands of children. However this is only the beginning. With constant support from patrons like you, Vibha can expand its impact to a much larger community.

Currently, Vibha supports over 36 projects in India of which a few are listed below. A more complete list of projects is available on www.vibha.org

Project Name - Organization	Impact Area E: Education, H: Healthcare, V: Vocational Training, C: Community Awareness, R: Rehabilitation, T: Training						State In India	# Of Beneficiaries	Amount Funded
	E	H	V	C	R	T			
Aasmaan – Saathi Project Aasmaan works with the community living on the streets of Morland Road, near Kamathipura. The project works on the educational, psycho-social, and health aspects of the community, specifically with girl children	x	x					Maharashtra	100	\$ 14,600
Pre-primary Education - Vidyarambam Provide free pre-primary education to children in the age group of 3-5 years, targeting the poor sections of Tamil Nadu under the parent organization Vidyarambam Trust. The main aim is to create opportunities for quality education to children through pre-primary centers and prepare them for entry into either in Government schools or private schools.	x						Tamil Nadu	900	\$ 20,000.
School for Underprivileged Children - Sevalaya Sevalaya aims to provide quality education to the students of the school. The institution aims to provide all the facilities required to the students so that they get opportunities to learn at par with their counterparts in city. The main aim is that no child should be denied education because he/she cannot afford the expenses involved. The institution also strives to provide a caring home for the orphan and destitute children.	x						Tamil Nadu	125	\$ 10,000
Sikshana - Sivasri Charitable Trust The project aims at implementing a Sustainable and Replicable Model for the Public Education System by adopting Government schools and improving the quality of education in these schools by using common management techniques used in other sectors.	x						Karnataka	3500	\$ 17,522