



**SAHAYA INTERNATIONAL, INC.**

c/o Koen Van Rompay  
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USA

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September 1, 2010

Dear Friends,

Sahaya International, a 501(c)3 non-profit organization founded in 1999, consists of a diverse network of friends who are committed to making a difference and improving the quality of life in developing countries. We are 100% volunteer-based. We assist and collaborate closely with local grassroots organizations, particularly in India and Kenya.

Thanks to the efforts of our many volunteers and the support from many donors, we have successfully implemented numerous programs and activities. Our accomplishments in India include the construction of 2 schools for underprivileged children, more than 180 orphan sponsorships, implementation of many HIV awareness, care & support programs, and the formation of more than 1,000 women self-help groups with micro-finance and -enterprise activities. In Kenya, Sahaya supports orphan programs and has established a large peer education network that uses a sign-language-based curriculum to teach deaf youth and adults about HIV and other health issues. For more information on our activities, please visit [www.sahaya.org](http://www.sahaya.org).

To take Sahaya International to the next level, reach a larger audience and widen our ripple effect of “making a difference,” a cutting-edge promotional video that would highlight our activities would be extremely useful. Because making a high-quality promotional video is expensive, Sahaya has recently started a collaboration with ReelAid (<http://www.reel-aid.org>), a Hollywood-based organization started by movie actor/director Andy Lauer. Reel-Aid consists of people who work in the film industry and who use their available resources and expertise to help make promotional videos, 10 to 15 minutes long, for small non-profit organizations - such as Sahaya - at a much reduced cost. Because of its direct connections with Hollywood, ReelAid guarantees that the narrator of Sahaya’s promotional video will be a high-profile actor (such as Morgan Freeman, Sidney Poitier, Samuel Jackson or similar star). Brad Pitt, Adrien Brody, Sidney Poitier, Film Director Peter Berg (Friday Night Lights, Hancock) among others have all or are currently participating in ReelAid projects. The final product will have the opportunity be

recoup costs and generate funds via distribution through DVD Sales and online viewing after having a healthy life at film festivals.

When I asked other charities about their promotional videos made by Reel-Aid, everyone told me that it was a great investment and increased their network of supporters. They recommended Sahaya to also pursue this.


While ReelAid is able to provide many services and uses of equipment for free or at very reduced rates, there are still miscellaneous expenses that occur during the various production stage. They are estimated at \$8,300 plus airfare for 2 persons, and Sahaya must cover them (for a breakdown, see [www.sahaya.org/video-budget.html](http://www.sahaya.org/video-budget.html)). Accordingly, we are seeking sponsorship from individuals and corporations that would like to invest in this video documentary. The different sponsorship categories are outlined on the next page.

***Please note: your donation will have a double impact:***

To boost our fundraising campaign, an anonymous sponsor has come forward and agreed that every contribution that is made towards the video project (up to the total of \$8,298) will be matched 1:1 by a contribution towards the construction of the much-needed 2<sup>nd</sup> level of the Mother Teresa School in Periyakrisnapuram. This school is run by our partner organization READ and provides basic education to 153 underprivileged children; for more information on this school, please visit [http://www.readindia.in/mother\\_teresa\\_school.html](http://www.readindia.in/mother_teresa_school.html).

We thank you in advance for any support you are able to provide. Please don't hesitate to contact us if you have any further questions.

Sincerely,



Koen Van Rompay  
Founder & Secretary  
Sahaya International  
[www.sahaya.org](http://www.sahaya.org)

President  
Sahaya International.eu  
[www.sahaya.eu](http://www.sahaya.eu)

## **SAHAYA PROMOTIONAL VIDEO**

### **-- SPONSORSHIP LEVELS --**

#### **\$20 or more = Supporter**

You will get your name in our online list of supporters and be invited to the premier screening of the video documentary.

#### **\$100 or more = Producer level I**

All the benefits of Supporter, plus you will get your name in the video credits and website as Producer level I, and you will receive a copy of the DVD.

#### **\$250 or more: Producer level II**

All the benefits of the Producer Level I, plus you will get your name in the video credits and website as Producer level II, plus you will be invited to a reception prior to the premier screening of the video documentary.

#### **\$1,000 or more = VIP Producer:**

All the benefits of the Producer level II, plus you will get your name in the video credits and website as VIP Producer, plus you will be invited to a private dinner with Koen Van Rompay (founder of Sahaya International) and several Sahaya board members.

#### **\$5,000 or more = Executive Producer**

You will get all of the VIP Producer perks, plus your name & website in the film credits as Executive Producer.

## Sponsorship Confirmation Form

**Yes!** I would like to support the production of a promotional video of Sahaya International and enclose a check (made payable to Sahaya International) for this amount: \$ \_\_\_\_\_

Donations are tax-deductible according to standard IRS rules; a tax receipt will be provided at the end of the fiscal year.

We plan to e-mail periodic updates on the production of this video via e-mail. Please check the box if you like to receive such e-mails:

Please add me to the email list.

**Name (as you would like it to appear for publicity purposes)** \_\_\_\_\_

I do not wish to be publicly recognized for my gift.

Business or Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Checks should be made payable to Sahaya International.

Please complete form and send with payment to:

**Sahaya International**  
**2949 Portage Bay Avenue, Apt. 195**  
**Davis, CA 95616**

Or go online ([www.sahaya.org/video.html](http://www.sahaya.org/video.html)) to contribute via Paypal.