

**Dear Community Friend,**

**Become a “Friend of the Mohawk Valley.” Invest in our future by becoming involved in The Genesis Group 2010 -11 Annual Fund Appeal.**

**The Genesis Group brings together individuals and organizations dedicated to advancing economic, social and cultural interests and to foster regional unity and cooperation. Our mission is to promote our community's assets in order for the region to continue to prosper and to grow!**

Genesis “connects the dots” and offers support throughout the region. Genesis has located, analyzed and consolidated many Master Plan “visioning” documents and studies commissioned by local cities, towns and villages through the years. We held SWOT sessions to identify the needs and visions of local citizens, and we compiled a Regional Action Plan – an ongoing list of development priorities for our region. The areas of interest have been **Education, Healthcare, Economic and Workforce Development, Technology and Tourism.**

Genesis and its sponsors have hosted a number of regional forums to promote timely discussions in an effort to develop coordinated action items to be implemented by Genesis committees, community organizations and local governments.

The goal is to develop specific implementation plans relating to, but not limited to, the following priority opportunity areas: **Downtown Development, Microenterprise & Entrepreneur Development, Bridging the Education – Technology Divide, Mohawk Valley Image Enhancement, Embracing Green Technology** as our Future.

Your investment supports existing and new programs and projects that are creating positive impact in the region including: **Career Exploration Programs for students in elementary and secondary schools, Education Hall of Distinction, Celebration of Education, Regional Healthcare Recognition, Healthcare Hall of Distinction, College Community Network including the new “Welcome Students Initiative”, Regional Prayer Breakfast, Discovery Tours** to area businesses and places of interest, **a Regional Clean and Green program** and much more.

Genesis is strategically positioned to advance these projects as well as many others. We need YOUR support and financial assistance to achieve results that will have a positive regional impact. The Members of the Genesis Board of Trustees have all made a commitment and a contribution. They join me in asking you to do the same.

***Sincerely,***

**Raymond J. Durso, Jr., Executive Director**

**cc. The Genesis Group Board of Trustees**