

## **The Genesis Group Annual Appeal** **2009 - 2010**

Dear Community Friend,

**Become a “Friend of the Mohawk Valley.” Invest in our future by becoming involved in the Genesis Group's Friend's Campaign and Annual Fund Appeal.**

Genesis 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 & 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 us in asking you to do the same.

Sincerely,

**Joseph R. Carucci**  
**President**

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

*Make an Investment in the Future of our Mohawk Valley Region....*

**\$ 5,000.00 INVESTMENT**

- Sponsor GENESIS events, programs and activities throughout the year
- Premium advertising in GENESIS event programs
- Your company logo on the GENESIS website with a direct link
- Your company logo in GENESIS advertisements, print, radio, and TV
- Your company logo, and business profile in our newsletter, "GENERATE"
- Recognition table at all GENESIS monthly meetings
- (6) tickets to quarterly GENESIS Community Pride events
- Email exposure to 3000 business and community leaders and organizations
- Recognition for your contribution at a public press conference

**\$ 2,500.00 INVESTMENT**

- Full Page advertisement in GENESIS event programs
- Sponsor GENESIS events, programs and activities throughout the year
- Your company logo on the GENESIS website with a direct link
- Your company logo in GENESIS advertisements, print and radio
- Your company logo in the GENESIS newsletter, "GENERATE"
- Recognition table at all GENESIS monthly meetings
- (4) tickets to quarterly GENESIS Community Pride events
- Email exposure to 3000 business and community leaders & organizations

**\$ 1,500.00 INVESTMENT**

- 3/4 page advertisement in GENESIS event programs
- Sponsor GENESIS events, programs and activities throughout the year
- Your company logo on the GENESIS website with a direct link
- Your company logo in GENESIS advertisements, print and radio
- Your company logo in the GENESIS newsletter, "GENERATE"
- (3) tickets to quarterly GENESIS Community Pride events
- Email exposure to 3000 business and community leaders & organizations

**\$ 1,000.00 INVESTMENT**

- 1/2 page advertisement in GENESIS event programs
- Your company logo in the GENESIS newsletter, "GENERATE"
- Recognition table at GENESIS monthly meetings
- (2) tickets to quarterly GENESIS Community Pride events
- Email exposure to 3000 business and community leaders & organizations

**\$ 500.00 INVESTMENT**

- 1/4 page advertisement in GENESIS event programs
- Your company logo in the GENESIS newsletter, "GENERATE"

-Email exposure to 3000 business and community leaders & organizations

\_\_\_\_\_ \$ **300.00**    \_\_\_\_\_ \$ 150.00    \_\_\_\_\_ \$ 100.00    \_\_\_\_\_ \$ Other

Please make your check payable to **The Genesis Group**, PO Box 3050, Utica, NY 13504

**For payment by Credit Card, visit [www.TheGenesisGroup.org](http://www.TheGenesisGroup.org)**

Contributions are tax deductible – GENESIS is a 501 ( c ) 3 Not for Profit Corporation