

SIGMA PUBLIC EDUCATION AND RESEARCH FOUNDATION

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chapter/
company
logo

From: Dr. Charmaine Davis-Bey
President, Sigma Public Education and Research (SPEAR) Foundation

Date: February 1st, 2025

Subject: 2025 SPEAR National Shoe Drive Initiative

The Sigma Public Education and Research (SPEAR) Foundation is once again gearing up for our major project. The SPEAR Board would like your participation in the annual shoe drive. This community wide service project will culminate on March 22, 2025.

The SPEAR Foundation is proud to introduce our National Shoe Drive Initiative—a meaningful opportunity to make a lasting impact in our communities. Your chapter or affiliate plays a vital role in the success of this effort, and we invite you to join us in this impactful initiative!

This Community Service Initiative will officially launch in February, a time for us to come together and support individuals and families in need. While we often don't know shoe sizes in advance, we kindly ask that your donations take the form of gift cards or gift certificates from local shoe stores. This approach ensures flexibility and allows recipients to select the sizes and styles they need most.

During the month of February, we are asking all chapters and youth serving agencies to promote the "SPEAR National Shoe Drive Initiative" distribution event (via television, radio, newspaper and/or social media) and continue receiving donations through the timeline February 1, 2025, thru March 22, 2025.

Distribute gift cards with a local partnering organization or community-based organization in your community, post flyers, photos, and collection successes on social media using the following hashtags: #National Shoe Drive, #SPEAR #SPEARFoundation on March 22, 2025.

By April 30, 2025, report out data through the SPEAR Data Report Form (and Tax Deduction Form, as needed) on the SPEAR Website at <https://www.spearfoundation.org/national-shoe-drive-initiative.html>.

We look forward to your support and partnership! And again, as always, thanks to you all for always supporting the Sigma Public Education and Research Foundation. Your support and generosity are the heart of this initiative.

All donations are tax deductible. Please contact info@spearfoundation.org to obtain its tax identification number or if you have any additional questions.

Together, we can step up to make a difference—one pair of shoes at a time.