



UPPER HAMMONDS PLAINS COMMUNITY DEVELOPMENT ASSOCIATION

711 Pockwock Rd.
Upper Hammonds Plains, Nova Scotia
B4B 1N8

January 17, 2022

Dear: Business Owner/CEO/Manager of Corporate Social Responsibility

Corporate Sponsorship: Elizabeth Mantley Youth Recreation & Arts Center – “Repurpose with Purpose for Purpose”

The Upper Hammonds Plains Community Development Association (the “Association”) is a non-profit organization, which has been offering programs and services to the African Nova Scotian (“ANS”) community of Upper Hammonds Plains (“UHP”) and surrounding areas for over 50 years.

My name is Gina Jones-Wilson, and I am president of the association, and have been involved in volunteering in my community for over 40+ years bringing opportunities to our community residents with a priority on youth and seniors. The association is looking to raise approximately \$450,000.00 to repurpose our former fire hall building into a youth recreation and arts center. The youth of our community have extraordinarily little access to positive recreational activities and opportunities within proximity to where we live. Our community is located approximately ten kilometers from the nearest recreational facility and library. In the absence of local transit service to the UHP community, our youth are excluded from the opportunity of readily accessing these facilities’ services, leaving them restricted to their own devices for recreation.

To provide a clearer picture of our vision we have created a Promotional video, which can be viewed through the following link: <https://youtu.be/Lqcc70XmQBo>, and the Presentation attached to this letter.

Our Association is deeply enthusiastic about providing healthy, welcoming, and culturally responsive spaces for our youth to grow and develop into the productive future leaders of our community, province, and nation. According to HRM’s Youth Services Plan, “*All youth should be able to access recreation services... Low cost, inclusive services serve youth... All youth should be able to access services regardless of their academic, cultural, or financial background*” (www.halifax.ca). However, such is not the case with the ANS youth of UHP and surrounding areas. Repurposing the fire hall into a space dedicated to the recreational development of our ANS youth will assist in addressing this gap in services to our communities.

I am writing to you to ask you to support our project of repurposing our former fire hall. We aim to preserve the former UHP Volunteer Fire Department’s site as a legacy space while repurposing it as a youth recreation and arts center to meet the social and well-being needs of our community’s youth.

Would you be willing to contribute towards our funding goal?

We have four sponsorship categories ranging from \$1,000.00 - \$50,000.00+, which we further explained in our attached presentation. We are not a registered charity and therefore are unable to provide official tax receipts, however, in place of this we are offering the opportunity of press and social media recognition up to naming rights and banner placement.

Your donation will go towards the renovation of the interior space, please see the attached presentation, and promotional video link inserted into this letter below.

If you would like to speak further about our project, feel free to reach out to me at uhpcda@eastlink.ca or 902-452-4677. I would love to answer any questions you may have and /or provide more information.

Thanks in advance for your contribution, without your support this community project will not be possible.

Sincerely,

Gina Jones-Wilson

President

Attachment - Presentation

<https://youtu.be/Lqcc70XmQBo> (Promotional video)