

July 28, 2020



Dear Community Leader,

We are asking you to consider supporting the 20th Anniversary of the Sam Miller Celebration of Goodness festivities, "Welcome to Kindland". These festivities will consist of a virtual luncheon and awards ceremony at noon on Thursday, September 10th, a special supplement tribute book in the *Cleveland Jewish News* (9,000 households print distribution as well as expansive online distribution) on September 11th, and a broadcast TV airing of the awards ceremony on September 13th. Please see attached materials.

This year's event, titled, "Welcome to Kindland," will feature and honor awardees **U.S. Senator Rob Portman, Ohio First Lady Fran DeWine, former Cleveland Mayor Mike White, Kristin Warzocha and the Greater Cleveland Food Bank, and the Hebrew Free Loan Association of NE Ohio. There will also be special segments dedicated to unsung heroes who have helped our community during the first outbreak of COVID-19.** The award recipients will be receiving the Sam Miller Goodness Award and the Arnold R. Pinkney Award for Civic Leadership. The awards and their respective honorees are noted on the attached materials.

Both Sam Miller and Arnold Pinkney, who were good friends, colleagues and co-leaders of the community, envisioned Northeast Ohio as a community of goodness and kindness. Each of these men were pragmatic and realized that goodness and kindness were aspirational visions, but they were resolute that Northeast Ohio remain determined to get there. In 2001, Sam Miller asked Values-in-Action (Project Love) to host and sponsor this annual event and to expand it as needed. Arnold Pinkney assisted in its establishment and served as Project Love's board chair from 2009-2011.

This year's Celebration of Goodness also serves as the official launch of Values-in-Action's *Kindland* initiative. Combining the visions of Sam and Arnold, the goal is to make Cleveland known as Kindland, the kindest community in the nation. In Kindland, people treat each other with kindness, caring and respect. In Kindland, police and community are in-sync with core values and actions. In Kindland, neighbors help neighbors. In Kindland, the underserved are served. In Kindland, the values of kindness short-circuit and prevent negative activities — violence, bullying, racism and disrespect — from happening.

Some may feel a dramatic cultural shift is not realistic, but in the eyes of two strong leaders, Sam Miller and Arnold Pinkney — one black and one white — an entire community dedicated to kindness and goodness was not only possible but essential. One example of how kindness can tip an entire culture is the story of Mikey George. As the first mainstreamed Downs syndrome student at St. Edward High School, Mikey exuded kindness in his every action, and his kindness changed the culture of the school. Mikey passed away in 2019 from Leukemia. Appropriately, as part of Kindland and the Celebration of Goodness event, we are designating an award in his name - **The Mikey George Kindland Award.**

Please join us in supporting the 20th Anniversary of the Celebration of Goodness, honoring both our esteemed and unsung honorees, and introducing and welcoming Kindland into our great community.

Kind regards,

Handwritten signature of Albert B. Ratner in black ink.

Albert B. Ratner
Honorary Co-Chair

Handwritten signature of Bryan Williams in black ink.

Bryan Williams
Honorary Co-Chair

Handwritten signature of Betty Pinkney in black ink.

Betty Pinkney
Honorary Co-Chair

Handwritten signature of Anthony Rego in blue ink.

Anthony Rego
Honorary Co-Chair

Handwritten signature of Howard Lewis in black ink.

Howard Lewis
Honorary Co-Chair

Handwritten signature of Blaine A. Griffin in blue ink.

Blaine Griffin
Co-Chair, Kindland Campaign

JOIN US FOR A VIRTUAL CELEBRATION OF GOODNESS "WELCOME TO *Kindland*"

CELEBRATING THE 20TH ANNIVERSARY OF THE SAM MILLER GOODNESS AWARD
AND INTRODUCING THE MIKEY GEORGE KINDLAND AWARD

Watch the online premiere at www.viafdn.org

THURSDAY, SEPTEMBER 10, 2020 • 12:00 PM

Register at www.viafdn.org • Free Virtual Event



HONORING:



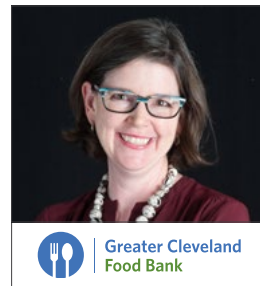
FRAN DEWINE
First Lady of Ohio
Sam Miller
Goodness Award



**SENATOR ROB PORTMAN
(OHIO)**
United States Senate
Sam Miller Goodness Award



MICHAEL WHITE
Former Cleveland Mayor
Sam Miller
Goodness Award



KRISTIN WARZOCHA
President & CEO,
Greater Cleveland Food Bank
Arnold R. Pinkney Award
for Civic Leadership



**HEBREW FREE
LOAN ASSOCIATION**
HFLA of Northeast Ohio
Sam Miller
Goodness Award

THE 2020 CELEBRATION OF GOODNESS HAS A NEW LOOK!

Due to the COVID-19 pandemic, this annual event will be presented over the course of three days for all of Cleveland to celebrate goodness from the comfort of their homes or offices:

THURSDAY, SEPTEMBER 10TH AT 12:00:

Join us for the LIVE premiere of the Celebration of Goodness video presentation. The awards ceremony will be live streamed at www.viafdn.org.

FRIDAY, SEPTEMBER 11TH:

The celebration will be commemorated in a special tribute book inserted and delivered in the Cleveland Jewish News (CJN) to 9,000 Cleveland households. The publication will also be viewable online for those who do not receive the printed CJN.

SUNDAY, SEPTEMBER 13TH:

The Celebration of Goodness event will air on Spectrum's cable news channel.

EVENT FOUNDER: Sam Miller *(Of blessed memory)*

In addition to the online event, a physical tribute book will be published in the Cleveland Jewish News. Sponsorships and congratulatory ads are available.

For more information, please contact Amanda Guarnieri at amanda@projectlove.org or 440.463.6205.



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HONORING:

FRAN DEWINE
First Lady of Ohio
Sam Miller Goodness Award

SENATOR ROB PORTMAN (OHIO)
United States Senate
Sam Miller Goodness Award

MICHAEL WHITE
Former Cleveland Mayor
Sam Miller Goodness Award

KRISTIN WARZOCHA
President & CEO,
Greater Cleveland Food Bank
Arnold R. Pinkney Award
for Civic Leadership

HEBREW FREE LOAN ASSOCIATION
HFLA of Northeast Ohio
Sam Miller Goodness Award

SPONSORSHIP LEVELS & ADVERTISING RATE SHEET AND SPECIFICATIONS

• EXCLUSIVE TITLE SPONSORSHIP AVAILABLE: \$30,000

PRESENTING SPONSOR	\$20,000	COMMUNITY SPONSOR	\$10,000	GOODNESS SPONSOR	\$5,000
<ul style="list-style-type: none"> • "Presented by" designation on all digital event materials • Logo presence on virtual livestream event (Sept. 10th) • Logo presence on television broadcast event (Sept. 13th) • Industry Exclusive • Full-page ad in the special CJN tribute book (Sept. 11th) • Logo sponsor of VIA's Kindland campaign • Logo sponsor of VIA's Kickoff for Kindness school program 		<ul style="list-style-type: none"> • Logo presence on virtual livestream event (Sept. 10th) • Logo presence on television broadcast event (Sept. 13th) • Half-page ad in the special CJN tribute book (Sept. 11th) • Name listed as sponsor of VIA's Kindland campaign • Name listed as sponsor of VIA's Kickoff for Kindness school program 		<ul style="list-style-type: none"> • Your name listed as sponsor on virtual livestream event (Sept. 10th) • Your name listed as sponsor on television broadcast event (Sept. 13th) • Quarter-page ad in the special CJN tribute book (Sept. 11th) 	

SPECIAL CLEVELAND JEWISH NEWS - TRIBUTE BOOK - AD RATES

Ads are available a la carte. Reaching 9,000 Cleveland Households
 Full Page: \$3,500 Half Page: \$2,000 Quarter Page: \$1,000

SPONSORSHIP AND AD DEADLINE: AUGUST 21ST

PAYMENT SPECIFICATIONS

Please send all payments with this sheet to: Values-In-Action Foundation, 6700 Beta Dr. Ste. 120 • Mayfield, OH • 44143
For any questions, contact Amanda Guarnieri at amanda@projectlove.org or 440.463.6205.

Make payment out to Values-in-Action Foundation. Your sponsorship (or ad) is a philanthropic donation to Values-In-Action Foundation and is tax deductible to the full extent of the law.

Name: _____ Payment enclosed - check or money order

Company: _____ Please charge to:

Address: _____ Zip: _____ Master Card Visa American Express

Phone: _____ Fax: _____ Account No.: _____

Email: _____ Exp. Date: _____



EVENT FOUNDER: Sam Miller (Of blessed memory)