



ELLA'S FOUNDATION

offering a hand up....not a handout....

September 21, 2019

Greetings!

My name is Ronnie Cansler and I am the Founder and CEO for Ella's Foundation. Ella's Foundation is a nonprofit 501(c)(3) (Tax ID # 80-067-9091), charitable organization that provides supportive housing for homeless individuals in Los Angeles. As Los Angeles has become the second largest city of homelessness, Ella's Foundation works to decrease the number of homeless individuals by stabilizing individuals through housing and supportive services, including employment assistance, relapse prevention, life skills and financial literacy training. It is our goal to not only provide a safe haven for individuals in transition, but also help them to build sustainable lives for themselves.



For the past 5 years, our organization has held our Annual "Jingle Jam" Christmas Toy Giveaway to provide toys and bikes for children in our community. With the support of local businesses and sponsors, we have been able to give away over 5000 toys and bikes, growing larger each year. This year, we are reaching out to you to help us have a greater impact as well as create a lot more smiles this Christmas Year by asking for your support. This year's Jingle Jam will be held on Saturday, December 14, 2019 at our host sponsor site of Pleasant Hill Baptist Church located at 2009 W Martin Luther King Jr. Blvd Los Angeles, CA 90062.



We are excited about the possibilities of being able to invite more children to this year's Jingle Jam Toy Giveaway. Our goal for this year's event is \$20,000. It is my hope that you are just as excited in helping us to achieve our goal so that we can reach more children. This amount will allow us to fund our entire event, which includes 400 toy bags, 100 bikes, supplies, food, games, and all other expenses associated with this event. To help us reach our goal, we are asking for a donation of \$500 or more. In addition to all the smiles you are helping to make, you will also receive a donation letter from Ella's Foundation for tax purposes.

You can donate to this year's Jingle Jam Toy Giveaway by visiting us at www.ellasfoundation.org or mailing a check payable to Ella's Foundation, 3006 S. Vermont Ave. #113, Los Angeles, CA 90007. If you have further questions or wish to do more, please feel free to call me directly.

Sincerely,

Ronnie C.

Ronnie Cansler, Founder

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