

Generic pitch note, tailored to meet Dyson's requirements for contribution (example if you need to "prove" why a donation would align with the company's goals):

PARK WEST

CO-OP NURSERY SCHOOL



773-327-1115 • 2214 North Bissell Street, Chicago, Illinois

[Insert date]

To Whom It May Concern:

Founded in 1971, Park West Cooperative Nursery School offers a nurturing and stimulating program for children ages two through five years old and their families. Though it can be difficult to pinpoint the budding engineers and designers at this age, our philosophy of constructivism supports autonomous, self-reliant thinking and decision making. Park West encourages trial and error exploration and validates the importance of erroneous ideas. Teachers strive to ask questions that stimulate thinking and build understanding, and use language that encourages children to try out their ideas, experiment and make new discoveries. In this regard, I would argue that Park West explicitly supports design/engineering education at the earliest stages.

This coming school year, more than 100 children from many Chicago neighborhoods will be enjoying their first school experience at Park West. Like many schools, tuition at Park West does not cover the full operating cost. Park West parents hold fundraising events to raise money for the school's expenses and to provide financial aid to students. Last year, part of our successful fundraising efforts came from a Dyson vacuum auctioned at our annual gala (thank you!). Through fundraising this year, we hope to achieve similar results.

More than 200 people from the Chicago area are expected to attend our event. By supporting Park West Cooperative Nursery School's Auction through the donation of a vacuum, your business will receive valuable exposure. All donated items will be showcased in our online and printed programs, where we can include a picture of your item, your logo and a link to your website.

Thank you in advance for your continued support!