



Dear Prospective Partner:

The Fifth Ward Enrichment Program, Inc. (FWEP) will host its 12th Annual "Heart of Houston Luncheon" on Wednesday, September 22, 2010, at the Fifth Ward Multi-Service Center, 4014 Market Street, Houston, TX 77020, from 11:00 a.m. to 1:00 p.m. This year's honoree is **Marcus Davis**, chief steward of *the breakfast klub* and *reggae hut* restaurants.

As president and CEO of *the breakfast klub, inc.*, Marcus may prefer the title "chief steward," but his personal story of hard work, education, and perseverance, along with his pursuit of excellence, has made him a model of success for all youth to emulate. Especially those youth who, like him, are products of Houston's greater Fifth Ward and its surrounding neighborhoods. For more than 25 years, the Fifth Ward Enrichment Program has provided services and programs designed to empower boys to become responsible men and productive members of their families and community – like **Marcus Davis**.

As a restaurateur, Marcus has brought unique cuisine to Houston's diverse culinary scene. He utilizes his restaurants as a means of empowering and giving back to the community. Marcus is also one of the hosts of a community radio show, Sunday Morning Live, which airs on KMJQ Magic 102.1. Through the airwaves, he highlights issues that are affecting the community and spotlights the excellence of others. Recently, Marcus was inducted as the President of the Texas Southern University National Alumni Association.

The **Heart of Houston Luncheon** is FWEP's signature, fundraising event to recognize those special individuals, philanthropists, captains of industry, public officials and community leaders for their contributions to our great city. Past honorees have been former Mayor Lee P. Brown, Houston Texans owner-president Bob McNair, Pastor Kirbyjohn Caldwell, and State Representatives Harold Dutton and Sylvester Turner. Last year we honored Dr. Felix Cook and the late Percy "Frenchy" Creuzot, founder of Frenchy's Chicken, as we celebrated education and the entrepreneurial spirit.

We invite you to become a valued sponsor of this year's event. Come out, support the Fifth Ward Enrichment Program and join us as we recognize and honor another great Houstonian!

Sincerely,

Charles L. Savage

Charles L. Savage
Executive Director
Fifth Ward Enrichment Program

FIFTH WARD ENRICHMENT PROGRAM

History

The late Rudy Wagner and retired chief executive officer, Ernest McMillan, a.k.a. "Mr. Mac," founded Houston's Fifth Ward Enrichment Program (FWEP) in 1984. It was established in response to the community's skyrocketing rates of teenage pregnancy, crime, school drop outs, drug use, and single parent households.

Initially located in E.O. Smith Middle School, FWEP now offers programming at five schools in the North Region of the Houston Independent School District. The program annually serves approximately 250 African-American and Hispanic boys between the ages of 12-19. **Each year, more than 90% of FWEP youth participants are promoted to the next grade level or graduate from their respective high schools!**

Objectives

The objectives of FWEP's core programs:

Keep youth off the streets by engaging these high-risk, minority youths in daily structured after-school and weekend activities, life skills workshops, field trips, leadership retreats and a seven-week summer program. .

Deter gang activity by providing positive male role models, diverse group and individual activities, youth-run businesses, and leadership development workshops.

Prevent and deter chemical dependency by increasing youth opportunities for success and building self-esteem through academic competitions, parent/child activities, recreational outings, counseling and an all-teen support group.

Prevent teen pregnancy by offering evidence-based education, manhood development seminars, workshops that focus on sexuality and healthy life-styles, and providing adult role models, health services from area clinics, and personalized goal attainment plans.

Promote future employability and help youth become productive members of the workforce by providing academic competitions, entrepreneurial training, career awareness activities, career shadowing events at major companies, job fairs, information and referral services, and youth enterprise activities that have included computer repair, T-shirt production, photography, and filmmaking.

Help students stay enrolled and complete high school!

12th Annual "Heart of Houston" Awards Luncheon
Honoring
Mr. Marcus Davis, Restaurateur and Community Leader
"Celebrating The Past and Future of Greater Fifth Ward"

Heart of Houston - Title Sponsor

KBR, Inc.

(\$15,000)

- Designated as Title sponsor in all print and media releases
- Premier seating for ten
- Table sign with company/alumni class logo with complimentary centerpiece
- Logo and name on cover of program
- Logo and name on invitation
- Full-page ad on program inside front cover or inside back cover
- Company/Alumni Class representative to address guests at event and present honoree award
- Logo on FWEP Web site for 12 months
- Logo on FWEP newsletter for 12 months

Ace of Hearts Sponsorship

\$10,000

- Designated as Co-presenting sponsor in all print and media releases
- VIP seating for ten (tables two - ten)
- Table sign with company/alumni class logo with complimentary centerpiece
- Logo and name on invitation
- Full-page ad in program inside back cover
- Mention in the program
- Logo on FWEP Web site for 12 months
- Logo on FWEP newsletter for 12 months

King of Hearts Sponsorship

\$5,000

- Designated as Co-presenting sponsor in all print literature
- Priority seating for ten
- Table sign with company/alumni class logo
- Full-page ad in program
- Mention in the Program
- Logo on FWEP Web Site for 12 months

Queen of Hearts Sponsorship

\$2,500

- Table of ten
- Table sign with company/alumni class logo
- Quarter page ad in program
- Mention in the Program
- Logo on FWEP Web site

**HEART OF HOUSTON AWARDS LUNCHEON 2010
SPONSOR CONFIRMATION FORM**

Yes, I/My company will support the Fifth Ward Enrichment Program:

- _____ \$15,000 Title Sponsor
- _____ \$10,000 Ace of Hearts Co-Presenting Sponsor
- _____ \$5,000 King of Hearts Sponsor
- _____ \$2,500 Queen of Hearts Sponsor
- _____ *\$200 Jack of Hearts (individual premier seating with name recognition in program)
- _____ *\$150 VIP (individual VIP seating)
- _____ \$75 Friend of FWEP (general seating)
- _____ I will not be able to attend, but enclosed is a contribution for \$_____ to FWEP.
- _____ I would like to purchase a program booklet ad (\$50/half page or \$100/full page)

In order to properly acknowledge your contribution, we ask that you provide the following information:

Name of Business/Donor: _____
(Exactly as you would like it to appear)

Contact's Name: _____
Title: _____
Mailing Address: _____
City/State/Zip: _____
Phone: (____) _____
Fax: (____) _____
Email: _____

Payment Method:

- Check Enclosed*
- Check to Come*
- Invoice Me*

Please send acknowledgement/invoice to:

Name: _____
Title: _____
Billing Address: _____
City/State/Zip: _____
Phone: (____) _____ Fax: (____) _____

A confirmation acknowledging your generosity will be mailed to you for tax purposes.

Please respond by August 15, 2010. Return by fax, mail or e-mail to:

***Individual reserved tickets must be purchased by August 15 to guarantee seating.**

Fifth Ward Enrichment Program, Inc.

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All Proceeds to benefit the Fifth Ward Enrichment Program, Inc.

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