

September 17, 2004

John Smith
123 Main Street
Rochester, NY 12345

Dear John,

You've seen the headlines. More than 75% of Rochester city kids fail to graduate high school, and only handful ever go on to college. But **School of the Arts (SOTA)** is living proof that by exposing children to the arts, by demanding a high level of commitment to a full academic course and requiring the discipline needed to also complete an arts sequence, we are dramatically altering those statistics and putting poor, at-risk children onto the road to success. But, we can only do it with your help!!

Like any city school, we are given a building and a budget, but our needs and the needs of our unique curriculum go way beyond teachers and classrooms. Our students—the majority of whom are living at or below the poverty line—just do not have the disposable income to cover added expenses such as:

- field trips
- master classes
- art supplies
- competition fees
- special clothing and shoes
- visiting artists
- student transportation costs
- art exhibits
- Advanced Placement course fees
- other personal needs

The bottom line is that the money you contribute today directly underwrites critical student activities that could help create the next Garth Fagan, Jeff Tyzik, Rene Fleming, Nancy Kress or Taye Diggs (SOTA Class of 89).

Studying the arts does more than improve one's singing or dancing ability. Studies prove that students who pursue a curriculum that includes art and music develop important skills, such as critical thinking, better time management, enhanced team building and a tendency toward innovative ideas and solutions. They also become "hooked" on school.

Since its inception in 1979, SOTA finds its students continue to have the highest attendance rate, the lowest drop out levels, the highest SAT scores in the district and the highest number of city students pursuing college degrees—more than 90%. These statistics are simply unheard of outside the suburbs.

At a time when our Rochester school administrators are wringing their hands looking for solutions to their district-wide performance problems, one city school has found the right formula for success.

But our success *absolutely* depends on your participation in this Annual Appeal.

This year, Friends of School of the Arts is celebrating 25 years of making dreams come true for children right here in Rochester. Our graduates become teachers, lawyers, entrepreneurs, performers and highly productive members of the community...our community.

We urge you to give, in what ever amount you can, to help us continue this legacy of success. Please complete and return the enclosed envelop and reply card. Your support will go a long way toward giving all our students a chance at the American Dream.

Sincerely,

PS: All contributions to Friends of School of the Arts are **100% tax deductible**. And all donors will be recognized throughout the year in our Performing Arts Program Books.