

## FIRST EMAIL

**From:** Reffkin, Robert  
**Sent:** Friday, April 25, 2008 9:20 PM  
**Cc:** Ezekiel Richardson [mailto:ezrichardson121@yahoo.com]  
**Subject:** Investing in Young Dreams

Dear Friend,

This past Fall, I spoke to ~60 high school students to encourage them to pursue their passions and shape their destinies. One of them, Ezekiel Richardson (cc'd; personal statement below), reached out to me this week bc he aspires to go to a Princeton summer program but needs to raise \$5k to do so. You are one of 500 people that I am emailing to help him raise the required funds. We only need an average donation of \$10 per person. Please consider clicking on his fundraising website (<http://JSA.kintera.org/helpzeke>) to invest in his dreams. Robert

To Whom It May Concern:

My name is Ezekiel Richardson. I'm 17, a junior in high school with a 3.9 gpa and aspirations of going to a top college. On April 18<sup>th</sup> I received great news as I was notified of my acceptance to Princeton University's Junior Statesmen of America summer enrichment program. I was ecstatic but my excitement was soon tempered by the bitter reality that I could not afford it. Lurking behind the acceptance letter was an invoice for \$4,450 plus an additional \$550 for travel/expenses. I knew immediately that neither I nor my parents had this money. In fact, my parents had just sent my older brother to college and all of our extra finances are still tied up in that. As I read on it seemed my Junior Statesmen dreams were slipping away. I have until May 18<sup>th</sup>. It seems impossible but what else can I do but give it my all.

I tracked down the numbers to old friends and acquaintances, relatives, everyone I knew and began making calls. Explaining my situation and the urgency of my need has become second nature. Monday morning, three days ago, I set up a conference with my principal, vice-principal, and the school's college counselor. I told them my situation and asked if I would be able to raffle donated items at the school. Their responses were doubtful because conducting personal fundraisers at my school is something that has never been allowed on an individual basis. Slightly discouraged, I tracked down Robert Reffkin's number and urgently requested to speak with him. I met Robert in the fall at a Goldman Sachs Leadership Development Institute event, where he talked about the tenants of success, of determination, of love and of pride in one's work. He told us emphatically to "find the questions that our lives were meant to answer". It is that question which encouraged me to apply to Junior Statesman of America.

Last night I spoke with Robert and he agreed to forward a form letter to some potential sponsors. This is that letter. My need is urgent; the avenues I have pursued prior to this have yielded nothing. To attend I must raise the full \$ 5,000. Anything you can donate would be greatly appreciated. I promise that any investment you make in me will not be wasted. I have big dreams and will work as hard as I can to realize them, not just for myself but for my community.

Sincerely,  
Ezekiel

Please, help me attend the Junior Statesmen Foundation Summer School. I've come this far. The only thing impeding my progress now is money. You can sponsor my Junior Statesmen Foundation Summer School with a donation to: <http://JSA.kintera.org/helpzeke>

## SECOND EMAIL

**From:** Reffkin, Robert  
**Sent:** Monday, April 28, 2008 2:30 PM  
**Cc:** Ezekiel Richardson [mailto:ezrichardson121@yahoo.com]  
**Subject:** RE: Investing in Young Dreams

Great news! Together we were able to raise \$5k so Ezekiel can go to Princeton for the summer. Ezekiel asked me to send the below note expressing his gratitude. I have also attached 2 pictures of Ezekiel from the event where we met last fall (he is on the right with the brown sweater). Thank you again for making this investment in a talented young man. Robert

To Whom It May Concern:

I would like to thank you emphatically for your help. Over the past three days, with your support, I have raised the entire \$5,000 tuition for Princeton University's Junior Statesmen of America summer enrichment program. At the outset of this fundraising drive I hit many roadblocks and I had almost given up. However, thanks to donations from all of you I have achieved my goal. Your donations have helped me see that for those willing to put in the time and effort there is always a way to succeed.

Although I have not met any of you face to face, your faith in me and my dreams has inspired me. The fact that people as generous as you exist is reason to believe that the only factor in whether or not I succeed is work and determination. I am sure that many of you received support in some way when you were younger. Please know that your commitment to helping people like me is a way of perpetuating a positive cycle of investing in youth. From this point onward, I plan to put forth my best effort to reach a position where I can continue this cycle and help others working to fulfill their goals. Thank you for helping me realize my aspirations.

Sincerely,

Ezekiel  
ezrichardson121@yahoo.com

## EZEKIEL FOLLOW-UP EMAIL TO DONORS

**From:** Ezekiel Richardson [mailto:ezrichardson121@yahoo.com]  
**Sent:** June 20, 2008 2:31 PM  
**Subject:** Thank You for Funding My Dreams

It's almost time, this Sunday I will be leaving for the Junior Statesmen Summer Program but before I go I have to thank all of you that donated and had kind words for me. Your donations have allowed me to pursue something that I thought was impossible and I would like you to know that you all have changed my view of the world. You've showed me that work and determination are the deciding factors in success and no matter where you come from, if there's a will there's a way. I thank you for this lesson. It is something I will remember for the rest of my life and will pass on to anyone I can.

Sincerely and gratefully, Ezekiel Richardson

P.S. Upon returning I'm planning on sending something a little more personal then email so could you all send me your snail mail addresses? Thank you.

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- Sponsors and Students
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- Edit my Site
- Check Reports
- Use Tools

**JSA**  
JUNIOR STATE OF AMERICA



**THE JUNIOR STATESMEN FOUNDATION**

*Democracy Is Not a Spectator Sport*

My Personal Page

[Help](#)

Friends Asking Friends

**Honor Roll**

From **Maybel Black**

From **anonymous**

From **Migna Taveras**

**\$75.00**

From **Mohamed Wann**  
In Support Of  
Young Dreams

speed | control

**Welcome to Zeke's Sponsorship page**

Thank you for your involvement!


Enter Donation Amount Here:

\*Currency shown: US Dollar

\$

Continue

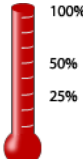
[More about Junior Statesmen Summer School](#)



Help me go to Washington

My Fundraising Goal: **\$5,000.00**

Money Raised to Date: **\$5,435.00**



I have been selected to attend The Junior Statesmen Summer School at Princeton University in June. This month-long program is limited to 250 outstanding high school students who are interested in politics and government. It is an honor to be selected for the Summer School, and I am excited about attending.

The program will prepare me for future leadership roles, while allowing me to take college-level classes taught by some of the best faculty in the country. To attend i need \$4,450 for the tuition and \$550 for travel fees, computer rentals and incidentals.

I have created this page to ask for your financial support to help me attend.

I hope you will forward this page on to friends, family, or others who might contribute.



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