



Journey House Center for Family Learning and Youth Athletics

2110 West Scott Street

Milwaukee, WI 53204

414-647-0548 Phone

www.journeyhouse.org

www.facebook.com/journeyhouse

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Chief Executive Officer

Date

Name

Title

Store

Address

City, State Zip

Dear Name:

On November 8, 2014 Journey House will host its second **Journey to the Runway: Dress to Give** Fashion Show at Journey House Center for Family Learning and Youth Athletics, Theater. On behalf of Journey House and the 6,000 low income children and families we annually serve, we would like to invite you to support our programs and services by participating in this event.

Please consider offering 10 looks to show. If needed, we will provide models. We will coordinate scheduling model fittings prior to October 25, 2014. All looks will be picked-up by a Journey House Committee Store Lead by Thursday, November 6, 2014 by 3:00pm. All clothes will be in a secured and locked area. All clothes will be returned on or prior to Tuesday, November 11, 2014. Please also consider offering a \$25.00 - \$50.00 gift certificate we could use in our raffle, which would be very appreciated.

Journey to the Runway: Dress to Give 2014 Fundraiser: Your generous donation will make a difference through providing funding for life-changing programs, such as the Urban Careers Institute, and youth services, such as our Journey House Packers Football Program. Together, we are truly transforming our community.

If you have any questions about the event, or about other ways you can become involved with Journey House, please feel free to contact Dr. Michele Bria at mbria@journeyhouse.org or (414) 647-0548, ext. 101. All donations are tax deductible to the extent permitted by law.

Your generous support will help men, woman and children on Milwaukee's diverse near Southside move out of generational poverty. Thank you for your consideration in participating in our cause and we look forward working together.

Together in the Journey,

Ann Bria, Chair

Journey to the Runway: Dress to Give
annbria@yahoo.com or (414) 350-5534



United Neighborhood
Centers of Milwaukee



Wisconsin Technical College System



Benefits of Participation

Through your support of Journey House's Fashion Show 2014, you will positively impact Journey House Programs and benefit from increased name recognition/brand awareness with approximately 350 anticipated seated guests. Due to our sellout Fashion Show dinner in 2013, we are changing the format to a reception with sweetheart tables (sponsored) and seats to accommodate more guests.

As a Fashion Show donor, your company name will appear in our annual report as well as the Fashion Show program, promotional videos, runway presentations, and website.

Last year, over 300 guests, models, performers, and volunteers were present.

Our Fashion Show 2013 Trailer is available:

<http://www.youtube.com/watch?v=2rLKtWYID8o>

Photos from Journey to the Runway 2013:

<http://www.journeyhouse.org/journey-to-the-runway-fashion-show.html>

2013 Journey to the Runway Fashion Show Fast Facts

173 Seated Dinner Guests

45 Models

12 Hair and Make-Up Stylists

20 Fashion Stylists

12 Fashion Show Coordinators, Directors, and Producers

30 Youth Performers

16 Committee Members

308 Total Guests and Volunteers/Performers Present

Raised over \$25K to benefit the Journey House

Store Checklist

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On behalf of Journey House, we would like to thank you by participating in this event that will support our programs and services.

Store Provides Looks	10 Looks
Male/Female Stores	5 Female Looks and 5 Male Looks
All Female Stores	10 Looks
All Male Stores	10 Looks
JH Store Lead Contact	Schedule fittings with store lead, take pictures to provide for a Look Board
Model Fittings	Complete prior to October 25, 2014
Journey House Store Lead Representative: Clothes Pick-Up	Pick-up clothes by November 6, 2014 by 3:00pm All clothes will be in a locked and secured area
Full Dress Rehearsal	Friday, November 7, 2014
Fashion Show	Saturday, November 8, 2014
Journey House Store Lead Representative: Clothes Return	Return clothes by Tuesday, November 11, 2014 by 12:00pm