



June 1, 2023
Greetings and THANK YOU!

Thanks to you, last year's 18th Annual Charity Sports Auction, presented by the Sport Management Club at Syracuse University, was a success! To date, the Sport Management Club at Syracuse University has raised more than \$665,000 for non-profit organizations throughout our community, including (but not limited to) McMahon/Ryan Child Advocacy Center, Make-A-Wish CNY, Rescue Mission Syracuse, and most recently a \$52,675 donation to Vera House. This would not have been possible without the hard work and dedication of our students, the in-kind donations of companies, organizations, and individuals from across the country, and the support of the greater Central New York Community.

We are seeking your support to ensure success for our 19th Annual Charity Sports Auction, to be held in November or December 2023. This year's Auction will keep the successful hybrid format from last year, with the date of the in-person event to be determined once the basketball schedule is finalized.

The beneficiary of the 2023 event is **Tillie's Touch**. Tillie's Touch is a 501(c)3, not for profit organization founded by Dale Johnson in 2008. They are committed to helping youth overcome barriers by maintaining a 100% high school graduation rate. Their goal is to make an impact in the lives of Central New York youth, provide opportunities to play sports, and help children achieve academic excellence. They proudly serve 1,500 children annually.

"We're struggling to find the correct words to convey our gratitude for being selected as Syracuse University's 19th Annual Sports Auction Club beneficiary. We are still processing this transformational news and cannot thank the club members enough for seeking us out and learning about everything we do at Tillie's Touch. The club members should be aware that their decision to select us as the beneficiary means that they will have a direct impact on improving the lives of Syracuse's youth" said Abby and Dale Johnson.

How can you assist in our mission to raise funds for Tillie's Touch? Please consider **donating an item, gift certificate, or experience** to our charity auction. There are also various **advertisement and sponsorship opportunities** available. You can make a **monetary donation** that will be used to purchase items from local businesses for the auction or added to the final donation total. Please complete the attached form and submit it to an SPM Club member, or to our Auction Co-Chair, Zach Roth, at zhroth@syr.edu, with your gift.

Thank you for supporting the philanthropic efforts of the Sport Management Club students who will work diligently over the next several months. We truly appreciate your commitment to our community engagement by supporting Tillie's Touch.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael D. Day".

Director and Chair, Department of Sport Management at Syracuse University