



The Willard Neighborhood Association

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June 5, 2007

Dreyer's Foundation
5929 College Avenue
Oakland, CA 94618

To Dreyer's Donations:

I am writing to request a donation of ice cream for Willard Neighborhood Association's (WNA) Ice Cream Social on August 7, 2007, as part of National Night Out.

Willard Neighborhood is a community of 2,500 residents bordering the UC Berkeley campus, less than a mile from Dreyer's headquarters in Oakland. Willard is a dynamic neighborhood that includes a diverse mix of families, long-time residents and UC Berkeley students. WNA is actively engaged with local business groups, the Berkeley City Council, the UC Berkeley campus, Berkeley and UC Berkeley Police Departments, and neighboring groups regarding community relations. WNA has successfully conducted two annual University/neighborhood street fairs to welcome UC Berkeley students and encourage community interaction, which were attended by the UC and Berkeley (city) police departments, the Berkeley fire department and city officials.

On August 7, WNA plans to host an Ice Cream Social for National Night Out, an event sponsored by the National Association of Town Watch (NATW, <http://www.nationaltownwatch.org>) to strengthen the collaboration between neighbors and city representatives, as well as strengthen neighborhood spirit and heighten crime awareness and police-community partnerships. According to NATW, more than 34 million people from 10,000 communities in North America participated in National Night Out in 2006.

WNA's Ice Cream Social will be held from 7 to 9 p.m. in Berkeley's Willard Park (at Derby and Hillegas), giving area residents the opportunity to engage with the their expanded neighborhood (including UC Berkeley students), local businesses, city officials, and city agencies. We plan to offer games and safety-related prizes for children, and expect to have visits from city officials, police officers and cars, and fire crews and engines.

Since this will be our first year hosting a Willard Ice Cream Social (and National Night Out event), it is difficult for us to estimate how many participants to expect. We expect to market our event through the WNA mailing list, local media, and UC Berkeley channels. Our best estimate is that about 500 residents and UC Berkeley students will attend.

We would like to request a donation of whatever amount of ice cream that you feel would be

If you would like to get involved in the WNA, please contact Joe Halperin at 981-1993 or joelynn@comcast.net

appropriate for an event of this size. Your expert advice is appreciated! We look forward to collaborating with your community affairs group on ways to make this event more successful for both of us.

We also request the donation of cones, cups, sprinkles, spoons, and napkins. We would also be happy to utilize other Dreyer's logo items (such as aprons), and would encourage any Dreyer's employees/resources that would like to attend and/or help out.

WNA will be delivering flyers door-to-door and posting to UC Berkeley public sites; we would be pleased to include the Dreyer's logo and represent you as a sponsor (subject to your review and approval).

If Dreyer's is unable to help our project with any in-kind donations, we respectfully request a grant of \$300 to cover our minimum expense and/or the opportunity to purchase the necessary items from Dreyer's wholesale (with appropriate acknowledgement to Dreyer's in our marketing materials).

I look forward to answering any questions that you may have about Willard Neighborhood Association, National Night Out, or our planned Ice Cream Social. Thank you for your consideration of this request.

Willard hopes to make this an annual event and also hopes to incorporate Dreyer's in our future plans!!!

Sincerely,

A handwritten signature in black ink, appearing to read 'VC', followed by a long horizontal line extending to the right.

Vincent Casalaina
President

Willard Neighborhood Association

Janet Byron
Event Coordinator

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