

VALUES MATTER

March 2022

Values-in-Action Foundation
6700 Beta Dr. Ste. 120
Mayfield, OH 44143
440.463.6205
www.viafdn.org



Dear Friends & Community Leaders,

We are reaching out to ask for your support of an important organization and event for which we are honored to be co-chairs.

On June 9, 2022, Values-in-Action Foundation will host its 27th annual VALUES MATTER Awards Dinner at Landerhaven and recognize the following extraordinary honorees: Ambassador Edward Crawford, Visionary Entrepreneur, Businessman and Philanthropist, GOJO Industries, Inc. (Purell) represented by Executive Chairman Marcella Kanfer Rolnick and CEO Carey Jaros, Christine Fowler Mack, Superintendent, Akron Public Schools, Brandon Chrostowski, Founder, President and CEO, EDWINS Leadership & Restaurant Institute, and Dr. Drew Weissman, Discoverer of mRNA, the scientific breakthrough that led to the COVID-19 vaccines.

Each of these honorees is being recognized for their dedication to the success and wellbeing of our community, education, health, and humanity in their respective fields. Each is a stunning example of everything Values-in-Action strives to achieve through its mission to empower students and adults to lead with kindness, caring and respect in our schools and communities.

Since its founding as Project Love in 1994, Values-in-Action (VIA) has trained over 1.2 million students. This school year alone, VIA will be training between 300,000-400,000 students in 1,500-2,500 schools to develop cultures of kindness, caring and respect. Its programming in the Cleveland Metropolitan Schools (CMSD) has increased graduation rates by 45%, reduced suspensions by 70%, and diminished in-school violence while its VIA Workforce Training has trained students in soft-skills and matched them with well-paying jobs. Its Kindland initiative is actively mobilizing business, government, education, schools, and nonprofit leaders to blanket Northeast Ohio with the core value of kindness. VIA is excited to announce that CMSD and Akron Public Schools will be rolling out Kindland lesson plans and messaging in 2022. And, in big news, the newly released Just Be Kind app (www.JustBeKindApp.com) is making it easy for individuals to become part of the movement by reporting acts of kindness they see or do.

We recognize you have many requests in front of you, but we would greatly appreciate your support of this one, not only to honor Dr. Weissman, GOJO, Ambassador Crawford, Christine, and Brandon, but also to support a great cause by sponsoring the event at one of the enclosed levels. The deadline for sponsorships and congratulatory program book ads is May 20th.

The kind of country and world that we collectively build depends in large part on our children, how they treat others, and how they exhibit leadership and build relationships. Values-in-Action's programming is more important now than ever. Thank you for considering.

Sincerely,

Handwritten signature of Joe Kanfer in black ink.

Joe Kanfer
General Co-Chair

Handwritten signature of Mike Gibbons in black ink.

Mike Gibbons
General Co-Chair

Handwritten signature of Doug Bugie in blue ink.

Doug Bugie
General Co-Chair

Handwritten signature of Bill Considine in black ink.

Bill Considine
General Co-Chair