



**iWannaHelp.net's Operation: Yellow Letter – Is Oprah coming to Naples?  
IT IS UP TO US!**

**THE EVENT**

'The March to Make a Difference' Kick-Off is scheduled for Saturday, October 24, 2009 at Mercato, located in Naples, Florida. This event will be held annually on the fourth Saturday of every October, in conjunction with the ideals set forth by Paul Newman to create a national day of serving others. In preparation for 'The March to Make a Difference' event that is scheduled for March 2010, which raises money and awareness for local non-profit organizations while celebrating everyone's efforts to give back, have fun, and rally as a community! Proclamations from the City of Naples and The City of Marco Island are in effect for the month of October as 'iWannaHelp.net Month'. 'The March to Make a Difference' is iWannaHelp.net's signature fundraiser, as it encompasses the wide variety of programs and services that the SWFL Community has to offer. Non-profits, local businesses, clubs, hospitals, schools and service organizations form teams. These teams have the opportunity to showcase their services/products to the community through a networking booth. Whether the team is comprised of an individual or a group of individuals, every person represents the capacity to rally together with the community and make a difference. This four hour event will not only include entertainment and networking, but will allow each enrolled non-profit and business to march & parade with their banners held high in the spirit of supporting their cause and giving back! Each team member is asked to help raise funds for this event in support of local participating non-profits, while enjoying entertainment, activities, and networking with booths located at Mercato in Naples, Florida. The general public is also invited to march in the 'iWannaHelp Parade' in support of their favorite non-profit or business (as businesses give back as well), and be proud that no matter how big or small we help, we are ALL making a difference!

**OPERATION: YELLOW LETTER**

In preparation for 'The March to Make a Difference' we need your help! The Mission of Operation: Yellow Letter is to write letters to Oprah Winfrey and Nate Berkus asking them to be 'Guest Speakers' at 'The March to Make a Difference' on March 20, 2010. As iWannaHelp.net was inspired by 'Oprah's Big Give', we would like to showcase how our community has recognized the need to unite in the spirit of helping, while changing lives and inspiring others to do the same. Should you prefer to help us in this mission, we ask that you write a letter to help us reach this goal! Below is a template letter for convenience. Once completed, we ask that you mail it to us , along with a stamp to (PO Box 806, Naples, FL 34106) so that we may accumulate all the letters, and place them into Yellow Envelopes addressed to Oprah Winfrey c/o Harpo Studios in Chicago. Participating schools will hand-in their letters to the elected School Official (Please read: 'What's in it for the kids' for School rules) If nothing else comes from this, and Oprah is unable to attend, we would still

make an impact (perhaps a few thousand letters reach Harpo Studios) and prove that we as a community can come together, even in difficult economic times, for the sake of uniting our SWFL Community and the spirit of Helping!

Thank you in advance for your help!

**To find out more information on this event or to participate, email us at:  
admin@iWannaHelp.net**

### **WHAT'S IN IT FOR THE KIDS?**

Lee County and Collier County Schools (both public and private) will have the opportunity to enroll in a friendly competition!

### **'Operation: Yellow Letter' Rules**

Lee County and Collier County Schools (both public and private) will have the opportunity to enroll in a friendly competition!

**There are 2 divisions:** Lee County and Collier County

1. All completed letters must be turned into a designated School Official no later than: Friday, January 29, 2010, for pick-up (enrollment complimentary)
2. Each participating student is asked to submit their letter on a single sheet of paper in his/her own handwriting
3. A template letter is provided, along with a lesson plan correlating with FCAT standards for persuasive writing, and may be altered at the discretion of the teacher per grade level.
4. Two winning schools will be selected (1 from Each County) based on the % ratio of completed letters vs. total # of students enrolled in that particular school
5. The winning schools will be contacted no later than February 26, 2010
6. In the event of a tie: As this is a timed initiative, the Winner will be selected according to the date in which the letters are completed and submitted to the iWannaHelp.net Team. (The sooner - the better)
6. The winning schools will receive the 'The Helping Hand Community Award', and an 'iWannaHelp.net Day' hosted at their school including complimentary lunch for students and staff (date chosen by School, and maybe redeemed sometime during the year.)

### **WHAT'S IN IT FOR THE SCHOOLS?**

Schools enrolling in 'The March to Make a Difference' scheduled for March 2010 may take advantage of the following benefits:

- Visible partnership with iWannaHelp.net, displaying commitment to local philanthropic efforts
- School recognition on [www.iWannaHelp.net](http://www.iWannaHelp.net) website
- Exclusive page on [www.iWannaHelp.net](http://www.iWannaHelp.net) website, with link to your school website along with complimentary membership
- Complimentary booth at Kick-Off event on: Saturday, October 24, 2009 (with enrollment)
- 50% off booth/marching enrollment price (School Marching Band included in price)
- Unlimited student marchers in the 'iWannaHelp Parade', accompanied by adult chaperone (Donations welcome from chaperone marchers!)

**Questions? Email us at: [info@iWannaHelp.net](mailto:info@iWannaHelp.net)**