



**Generational Engagement Matters**  
**204 Inglewood Drive**  
**Rochester, NY 14619**  
**LentoryJohnson89@gmail.com**  
**585-749-3494**

**03/15/2022**

**SWCC**

**Dear :John ,**

**Generational Engagement Matters supports the inclusiveness of all ages to be educated together and learn from each other. We believe that older generations bring life experience that can benefit our young people. Young people bring zeal and a spirit that seeks change in moving society away from the crisis that they face every day in our communities. Together through mutual respect and understanding it is our hope that they will work together to create safe and harmonious neighborhoods and communities.**

**Generational Engagement Matters was founded by Lentory Johnson who has experienced gun violence in her community firsthand. In 2015, Lentory's son, Johnny Ray Johnson was murdered in a drive-by shooting at the Boys and Girls Club of Rochester NY. Since 2015, Lentory has made strides to fight against violence in the Rochester community. In 2020, Lentory collaborated with United Christian Leadership Ministries / Light the Way anti- gun violence campaign , educational leaders and community members to engage young people in an opportunity to reflect on gun violence and solutions. Students across Rochester, NY along with students in Geneva NY, in collaboration with Ontario County Justice Coalition wrote heartfelt essays that addressed the issue of gun violence. This collaboration effort was life changing as it gave a voice and platform to young people in grades 6th -12th.**

**We are preparing to kick off our 2022 essay contest which will focus on local gun violence and possible solutions. It is our hope that through this opportunity students voices will be heard to prevent further violence. We believe that if it spares one life it will have been worth it. We need your support to make this happen.**

**Winners of the essay contest will win a monetary prize for their participation and viewpoints. There will be three grand prize winners, three 2nd prize winners and three 3rd prize winners across three different age groups (4th-6th, 7th and 8th, and 9th-12th). In 2021, we were limited due to Covid, but this year we hope to provide students with the recognition that they deserve at an in-person program.**

**We are requesting that you support us by providing a financial donation and becoming sponsors in an effort to continue this work and increase the outreach. There will be three sponsorship levels and we are requesting you support this by contributing to either of the following levels :**

- 1) Tier one sponsorship award of \$3,500**
- 2) Tier two sponsorship award of \$2,500**
- 3) Tier three sponsorship award of \$1,500**

**All proceeds will go directly to winners and to cover the cost of the program. Please contact Lentory Johnson for questions regarding your sponsorship and/or concerning the essay contest. Donations can be made out to Generational Engagement Matters Inc., and mailed to the address listed above. GEM is a 501.3c Non for profit .**

**Respectfully,**

**Lentory Johnson**