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Archdiocese of Los Angeles

Department of  
Catholic Schools  
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March 2011

Re: Foundation Revenue - New Fundraising Program

Dear School Principal,

Please accept this correspondence as a letter of introduction to Foundation Revenue an online marketing company dedicated to helping raise funds for the schools within the Archdiocese of Los Angeles. While Foundation Revenue is independent of the Archdiocese it is a powerful new fundraising program available to all of us, and I fully endorse it.

As we are all aware, over the last several years we have witnessed particularly hard economic times that have impacted our communities and especially our schools. Therefore we are grateful for the efforts and participation from our parishioners and communities who support our current fundraising programs.

Foundation Revenue leverages the power of the internet to offer a new fundraising program that can compliment what we currently do. This new program offers name brand products and supplies from a link on our own individual websites. Your school, as a partner with Foundation Revenue, will split the profit on each sale 50/50. Many products are listed at far less than retail pricing. They have made it easy to purchase by credit card or PayPal. All products are shipped via Fed-Ex and U.S. Postal.

They have made the program available to our schools at no cost. There are no setup fees, charges, or recurring fees to maintain the program. Your school simply signs up and speaks with a representative by phone to launch your link. You then promote and market on your school home page, via e-mails, parent newsletters, and even with flyers at your other current fundraising events.

Every day, more and more consumers are purchasing items over the internet. Once introduced to the program, our parishioners, parents, family and friends, local businesses and communities, alumni associations, and future incoming families will save big and help us raise funds, with the simple act of purchasing everyday items. It is a functional and beneficial, win-win program for both the consumer and our schools.

You can inquire at [www.foundationrevenue.org](http://www.foundationrevenue.org). This new e-commerce program has the potential to become a successful and long-term fundraising activity.

Sincerely yours in Christ,

Monsignor Sabato A. Pilato  
Superintendent of Secondary Schools  
Department of Catholic Schools