



BE GREAT

January 19, 2010

Alvernia University
Ms. Meghann Burton
540 Upland Avenue
Reading PA 19611

Dear Ms. Burton and Alvernia Faculty, Staff and Students:

"Everybody can be great because everybody can serve." – Dr. Martin Luther King Jr.

On Monday, January 18, 2010, the nation honored the legacy of Civil Rights leader, Dr. Martin Luther King, Jr. During his lifetime, Dr. King encouraged people to work together in addressing community issues. The King Day of Service was initiated by Congress in 1994 as a nationwide effort to turn the federal holiday honoring Dr. King into a day of community service that helps solve social problems.

Together, we provided over 300 youth the opportunity to learn about Dr. King and his message through performances, speeches, activities and a march at the Olivet Boys & Girls Club Martin Luther King, Jr. Celebration Day. As we reflect on this event, we know it could not be such a great success without the volunteers who dedicate their time and talents to our kids on this day. Thank you for volunteering your time working with the kids on activities and participating in the march! We could not have done it without you.

Through your ongoing support, we can not only impact the lives of the youth we serve, but also instill in them a sense of civic responsibility. Young people who are active participants in their local and global community are on the way to becoming responsible, caring citizens. Studies show that youth who volunteer do well in school, graduate from high school, vote, and volunteer when they are adults. Together, we are providing a positive place for kids to BE GREAT!

Enclosed are a photo collage and a short video remembrance for you to share with your team. Our sincere thanks again for spending the day with our Club members celebrating the life and legacy of Dr. Martin Luther King, Jr.!

Sincerely,

Jeffrey M. Palmer
President and CEO