



Dear Local Merchant

In 1968 a group of concerned residents from various southeast Rochester neighborhoods began meeting on how to work together to improve their community and formed the South East Area Coalition (SEAC). For the last 50 years SEAC has been proudly served these neighborhoods through community advocacy, affordable housing projects, supporting local businesses and grassroots community engagement. SEAC's work has brought millions of dollars in investments and impacted countless lives.

SEAC's Golden Anniversary Gala will be on June 8th at the Harro East Ballroom. Featuring a live musical performance, great auction and raffle items from our neighborhoods unique businesses, hors d'oeuvres, desserts and drinks.

Showcasing the great businesses, artist and crafters our neighborhood has is central to the work SEAC does. We hope that you will contribute to our event with an item for our auctions and raffles. We are thankful for gifts of all sizes.

All proceeds from this event will be dedicated directly to grassroots community projects that make our neighborhoods more attractive to live work and play. Your sponsorship will go further, with acknowledgement and tabling opportunities with the projects funded. Projects like our playfinders, playful sidewalks that lead kids and their families to parks, or an initiative to have little free library incorporated into seating at bus stops, or start up funds for a community garden were residents can grow food.

We hope that you consider the impact you can have on our communities through your donation.

Sincerely,

Jesse Knoth
Executive Director
South East Area Coalition