

Congress of the United States
Washington, DC 20515

March 28, 2012

Honorable Michelle Obama
The White House
1600 Pennsylvania Avenue NW Washington, DC 20500

Dear First Lady Obama,

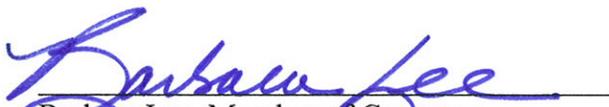
On behalf of *K to College*, a phenomenal education non-profit in the East Bay of San Francisco that helps school kids get ready for college, we are writing to encourage you to accept an invitation to attend and participate in their 2012 Kickoff Banquet in Berkeley, CA on June 1st, 2012, to celebrate the success, and support the expansion, of their School Supply and Dental Kit initiative. The organization's goal is to serve 400,000 children throughout the Bay Area.

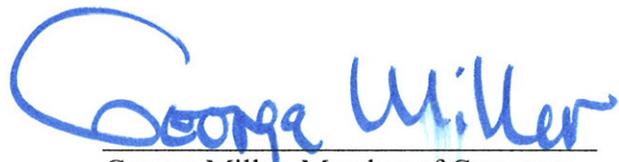
We know how busy your schedule is and we appreciate the many good things you do for children and young people in our country. We believe the *K to College* initiative is in keeping with your goals of helping to encourage young people to excel with as many critical supports as they need to succeed in today's challenging environment. *K to College* is brimming with energy and enthusiasm and has great potential to continue to broaden its impact.

K to College's original February 12 letter of invitation is enclosed. Our understanding is that if June 1 is not feasible for you that the organization might have flexibility to change the date of their event should you be willing to participate. We greatly appreciate any consideration you could give to their invitation.

Thank you again for all of your hard work for our kids and our country.

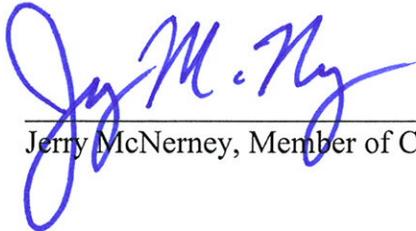
Sincerely,


Barbara Lee, Member of Congress.

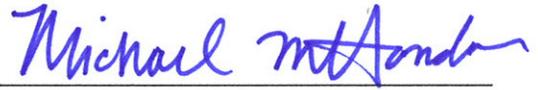

George Miller, Member of Congress


Jackie Speier, Member of Congress


Pete Stark, Member of Congress



Jerry McNerney, Member of Congress



Mike Honda, Member of Congress



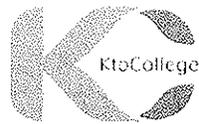
Zoe Lofgren, Member of Congress



John Garamendi, Member of Congress



Mike Thompson, Member of Congress



February 15, 2012

The White House
Office of First Lady Michelle Obama
ATTN: Scheduling Office
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear First Lady Obama,

We are writing to request the honor of your presence and participation on the evening of Friday, June 1 at the Claremont Hotel in Berkeley, CA, for K to College's 2012 Kickoff Banquet, celebrating the School Supply and Dental Kit Initiatives' expansion to serve 400,000 disadvantaged Bay Area students. Promoted by Comcast and expected to have a rich media presence, the evening's audience will include teachers, superintendents, business leaders, faith-based leaders and others.

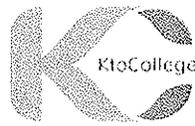
K to College is the story of a humble nonprofit that evolved from a few UC Berkeley college students' laptops and a borrowed pickup truck into the largest effort of its kind in the nation. Centered on the goal of providing disadvantaged children with the tangible resources they need to achieve, we operate the School Supply and Dental Kit Initiatives. In 2010, our first major year of operation, we distributed more than \$12,000,000 of grade-appropriate school and dental supply kits to more than 170,000 students in 24 Bay Area school districts while maintaining a 1% overhead. Targeting public school students enrolled in the subsidized lunch program, we partner directly with school districts for the distribution to verifiably ensure we reach those most in need.

Our efforts began with a group of student volunteers and the promise of an innovative business model. In January 2009, 50 UC Berkeley students participated in our first assembly event to produce 300 kits to be distributed at the South Berkeley YMCA. The event was an opportunity to publicly introduce our business model based on market power for the public benefit and collaboration. Within a few weeks, we received substantial corporate interest and access to a manufacturers' network that could produce up to a 200% in-kind match for every dollar spent on supplies. All that was needed was an initial investment.

That investment came on February 17, 2009, when President Obama signed the American Reinvestment and Recovery Act (ARRA), which included the Temporary Assistance for Needy Families Emergency Contingency Fund. Designed in part to provide relief to struggling families, the fund required a 20% match from the private sector. With several times that amount, an opportunity emerged to build a scalable solution to the problem of equipping our most vulnerable children with the resources they need to succeed.

The following January we gathered more than 500 UC Berkeley student and community volunteers in the Pauley Ballroom of the Martin Luther King Jr. Student Union Building to assemble 16 truckloads of supplies into 10,000 kits. Upon securing funds for an additional 146,000 kits, equivalent to 160 54-foot semi-trailers full of supplies, we quickly surpassed the capacity of volunteer-based efforts. Furthermore, to fully develop a scalable model, we needed an industrial assembly fulfillment solution.

That solution came from two of our best volunteers, a tradesman and State Senator Mark DeSaulnier: to integrate the assembly as the community service component of the California Prison Industry (CALPIA) Modular Enterprise of Folsom Prison. Partnering with three local unions to educate minimum-security



inmates how to construct steel framed buildings, the participants used their expertise to produce highly efficient assembly lines, producing 10,000 kits daily. As a small gesture of gratitude, they were also able to provide kits to their own children. Receiving national press coverage (ktocollege.org/cnn), this partnership led to the passage of Senate Bill 608, which amended the state penal code to enable us to continue to work together and scale the program indefinitely.

With a firm model, we are pursuing our greatest challenge yet: to make 2012 the first back-to-school season in the Bay Area where all of the 400,000 low-income public school students return to the classroom fully prepared. Furthermore, we will begin statewide operations. Working towards these goals, we have secured the written support of more than 80 Bay Area Superintendents and relevant state associations, commenced pilot operations throughout the state and drafted a statewide plan to assist the 220,000 homeless children in our public schools.

Admired equally as our nation's First Lady and First Mom, your extraordinary *Let's Move* campaign epitomizes your unparalleled commitment to our nation's youth. And just as *Let's Move* teaches children that they can't become healthy adults without exercise and a wholesome meal to fuel their body, we know that students can't learn and teachers can't teach without the basic supplies to fuel their classrooms. As the President stated in the State of the Union address, "A great teacher can offer an escape from poverty to the child who dreams beyond his circumstance... Most teachers work tirelessly, with modest pay, sometimes digging into their own pocket for school supplies – just to make a difference." Unfortunately, too many teachers are in classrooms full of students without the adequate materials to take full advantage of their education.

K to College is the solution to that problem. This event will be the moment that defines our future and the future of those who depend on us. It is because of the ARRA that we have this opportunity to scale a program that touches the very principle of what it means to be poor: a lack of resources. We are respectfully requesting your presence as our keynote speaker and honored guest so we can seize this opportunity for our region's disadvantaged students and replicate that success wherever it is needed.

Should your schedule not afford you the opportunity to join us on this date, we would be willing to reschedule to accommodate. You can reach us at benito@ktocollege.org or at the number posted below. We hope you can join us for this historic event.

Best Regards,

A handwritten signature in black ink, appearing to read 'Benito Delgado-Olson'.

Benito Delgado-Olson
Executive Director & Cofounder

A handwritten signature in black ink, appearing to read 'Don Solem'.

Don Solem
Board Chairman