



Elefante
Financial Services

\$100,000 Challenge

Join the Elefante family and the team at Elefante Financial Services as they kickstart this SKJAJA Fund Challenge with \$20,000!

Please donate by **December 25**

Dear Friend,

The challenges of 2020 have my wife Janine and I counting our blessings for our family's health and well-being and have led us to think about those less fortunate, especially children. With our own kids grown and out on their own, Janine and I often talk about the plight of the underprivileged and our hearts go out to kids in need of opportunities to lift themselves up.

A few weeks ago, the SKJAJA Fund, a local youth non-profit that shares our passion for helping kids, caught our attention! After doing some research, meeting with a few of the charity's principals and family discussion, Janine and I are ready to commit both financially and with our time in support of SKJAJA (SKJAJAfund.org).

You can make a real difference in a kid's life – give access to sports, arts, and educational activities through the SKJAJA Fund!

SKJAJA's mission is simple: provide financial support to kids from families with limited resources to allow their participation in extracurricular activities like music, sports, dance, art, etc. But, it's not just about the sports, arts, or academics. Scholarship recipients "pay it forward" through community service. This creates a wonderful cycle of support and connection with the community that helps build long-term success for children.

There is a good chance that you were raised in a family where sports and other extracurricular activities were a given. We provided this opportunity to our boys, too – and while we may not give it much thought – the benefits are tremendous and crucial to a child's development and long-term success! Studies show that students involved in extracurriculars have:

- Improved school attendance, behavior, grades, and engagement in learning
- More positive self esteem and decision making skills
- Opportunities to create additional peer and adult relationships

While there are many terrific charitable organizations that fill important needs in our communities, we are particularly drawn to SKJAJA, which is working to provide kids opportunities that may make a real difference in their lives!

To kickstart our \$100,000 Challenge, Janine and I are donating \$20,000 towards this goal.

That is why Janine, Brian, Michael, Kevin and I, along with my teammates at Elefante Financial Services, are setting the ambitious goal to raise \$100,000 for the SKJAJA Fund by Christmas Day! To meet the \$100k Challenge, we need a lot of help, including yours, your friends and family, other local businesses, and anyone else with an interest in helping kids.

Please accept our challenge and donate or pledge to the SKJAJA Fund by December 25th. Together we can make a positive difference in the lives of many children! If you are not local to Chapel Hill-Carrboro, NC we welcome your support from afar!! If you have a charity local to you fulfilling a similar mission, please consider supporting that local entity.

Thank you!

Gary and Janine Elefante

P.S. December 25th will be here before you know it. Please give today!

Here's How You Can Help:

- Donate or pledge by December 25, 2020.
- You can donate or pledge securely, online at SKJAJAfund.org or mail a check to: SKJAJA Fund, 117 W. Main St., Carrboro, NC 27510.
- If donating other than via the online portal (check, donor advised fund), please reference the *Elefante Challenge*.
- Your gift will go towards our \$100,000 Challenge!
- Let friends, family and local businesses know about our \$100,000 Challenge by sharing this info!

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