



March 4, 2020

Dear Potential Sponsor,

Did you know that the fewer than thirty percent of third graders in Fresno Unified are reading proficiently? In 2014, driven by her passion for reading, then eight-year-old Danay Ferguson founded Reading Heart as a way to help improve access to books. Since then Reading Heart has given out over 500,000 books to local children through visit to school sites and hospitals.

Danay's hope is to distribute 1,000,000 books to kids in need in the Central Valley and help ignite a love of reading. In 2019 Frito Lay donated two decommissioned delivery trucks for Reading Heart to use as mobile book vehicles to take to parks, community centers, hospitals, or any location to help reach more kids where they are.

Quiring is working with Reading Heart to outfit these vehicles and create something that is both functional and fun! Our hope is that when kids experience the mobile book vehicles, they will get excited about reading, see its importance and the value of continuing their education. Both of these vehicles need a complete redesign of the inside to transform them into book parties on wheels.

While we at Quiring love a challenge, this project takes us out of our wheelhouse. That's where you come in! Reading Heart and Quiring need your help restoring, redesigning and outfitting these vehicles to get kids inspired to read. **We are seeking partners to contribute donations that can help take Reading Hearts vision and turn them into reality.** Reading Heart's Board of Directors, which is comprised of kids, would like one vehicle to serve strictly as a reading center, where kids can get comfy and spend time reading. The other vehicle should meld technology and reading, creating a space where kids can read books, play literacy-improvement focused games, or get inspired by technology, lights, and music. Both of these vehicles need to be able to draw kids in and allow kids to spend hours engaging with them and most importantly leave with a book.

The vehicles must be done by June 1, 2021 because we will be planning an unveiling party and need to meet this deadline. **If your company is interested in donating components, contributing to the building process, or would just like to give a monetary donation we would greatly appreciate any and all support.** If you would like to donate any new or gently used books all of Quiring's jobs sites and offices have the ability to collect.

To learn more about Reading Heart visit their website at [www.readingheart.org](http://www.readingheart.org). Please reach out to Quiring General or Reading Heart with questions about the process, design, or how you can

We appreciate your support in this great organization. And all donations are tax deductible.

Sincerely,

Tiffany Spencer  
Director of Human Resources Quiring General

Dwayne Ferguson  
CEO Reading Heart  
Tax ID 47-3853162