

# **EMF - Elena Macias Foundation**

*A Legacy of Love ... A Brighter Future*



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**Organization Number:**  
**27-009 0853**

**DATE:** May, 2011

**TO:** Tri-Valley Merchants/Businesses

**FROM:** Gloria Purcell, President

**RE:** Foundation Fund Raising Events

Dear Merchants/Businesses,

The Elena Macias Foundation (EMF) holds two fundraising events each year. This year, our sixth annual Casino Night is scheduled for July 9, and our eighth annual Fiesta is scheduled for November 5. We need your help to make our events a success. We are a 501c(3) non-profit organization that provides assistance to disadvantaged children in Agua Verde, Sinaloa, Mexico. All (100%) of the proceeds go toward supporting the education, health and basic needs of the children of this impoverished village. To that end we are asking that you consider making donations in the form of gift certificates, goods and/or services that we can use for our event.

**As an event sponsor, your contribution will be recognized in the evening's program, and the foundation's website:**  
<http://www.momsfoundation.org>.

To make a contribution please give your donation to the representative providing this letter to you, or contact me at:

925 292-9994, or mail to:  
Gloria Purcell  
2307 Harewood Drive  
Livermore, CA 94551

Thank you for your consideration and your generosity,

Gloria Purcell  
President, Elena Macias Foundation

## **Background**

Elena Macias, a native of Jalisco, Mexico, immigrated to the US in 1947, and settled in San Diego, California. Many years ago, Elena was invited to visit friends at the little fishing village of Agua Verde, in Sinaloa, Mexico. She began visiting every year, making many friends. Every time she visited, Elena was touched by the poverty in the village and each year, collected clothing and other necessities to bring to the people on her next visit. She was always looking for ways to help the very poor of the village.

Over the years Elena helped many people, and as she got older, she decided she loved the people in the town so much; she wanted to be laid to rest there. Elena told her family and friends that she knew her friends would not forget her and would pray for her if she was laid to rest near them.

When she passed away, in 2001, her daughters, Gloria and Gwen, granted her wish and laid her to rest in the little town cemetery. They decided they would make the trip each year to visit her, and to continue her legacy of helping the people of the little town, in particular, the children.

In 2004, Gloria and Gwen, with the help of close friends, formed the Elena Macias Foundation, and held their first fundraising event. Each February, around the anniversary of her death, over 1,200 pairs of shoes are distributed to every child in every preschool and elementary school in Agua Verde and neighboring villages. Our foundation has funded the purchase and installation of water filters, built bathrooms, supplied equipment for the biology and electricity classrooms, and funded other desperately needed improvements for the schools so the kids would have a better learning environment.

In 2005, a scholarship process was developed, and 20 at-risk junior high children received tuition, uniforms, shoes and school supplies for one full year of school. A couple of these kids are now in college and their education is still being funded through our program. This year, 90 children received this educational support. This program is offered to the neediest and most deserving children, to fund their education beyond the sixth grade, which is the level of education most children receive in this area. We now have 30 kids in high school, and 10 attending college with our help.

Our non-profit foundation enables us to collect donations and apply for grants to do more for the children of Agua Verde. Our goal is to make improvements to the schools, provide more educational support for the children to enable them to get through high school, and hopefully college, and to continue providing shoes each year.

We appreciate any help you are willing to offer, and we thank you in advance for your contributions.

The Elena Macias Foundation Board