

FROM THE DESK OF

Erika L. Van Croft

July 26, 2022

Memorandum

To: W. Marvin Dulaney, President
Sylvia Cyrus, Executive Director

From: Erika L. Van Croft, Development Consultant

Re: Remaining Retainer Distribution

Following our discussion regarding the request for the distribution of the remainder of the retainer, I am submitting this memorandum in support thereof.

As I previously mentioned, while in Arizona attending to the death of my father, I was informed my godmother Juliann Lawson of Philadelphia has passed. I am now cutting my time in Arizona short to immediately travel to Philadelphia for my godmother's services, and for whom I have specific responsibilities.

In the three weeks since my engagement, I have worked diligently on behalf of ASALH - including through in-person representation - yielding substantive results. I have identified over 25 possible additional corporate and other sponsors, including in Alabama. I have initiated outreach to these entities, resulting in direct conversations about sponsorship of this year's conference, increased visibility for ASALH, and the increased likelihood of sponsorship. A brief summary of some of my activities are below, and include my using personal contacts on behalf of ASALH to effectuate results.

While the second half of my retainer is scheduled for delivery on or before August 4, 2022 - which is next week - I am requesting the retainer to be delivered on July 26, 2022 - several days ahead.

A small sample of my activities include, but are not limited to:

- Direct outreach to NIKE board*, US Black Chamber of Commerce president, NCLC, Professional sports teams, EPA, U.S. Department of Health and Human

Services, universities (including Columbia, Upenn, U of Chicago and Arizona State University), multi-national corporations, Pharma, hospitals and the medical industry, and others are amongst the outreach (the NIKE meeting is being rescheduled for week of August 5, 2022 with the board member) resulting in expressed interest for funding

- Wells Fargo - Met with and discussed sponsorship by Wells Fargo leadership and confirmed followup conversations
- Secured the Film Festival Sponsorship - 5K
- Editing and re-working of ASALH Investment Deck (including the research and identification of ideal deck samples)
- Request for Michael Regan - Developed and forwarded invitation for speaking engagement working directly with my contact in the Office of Administrator Michael Regan to maximize the likelihood of acceptance (the office had not received our previous request)
- Attended U.S. Black Chamber of Commerce Conference - represented ASALH and met with additional potential sponsors and provided follow-up (my tickets were complimentary as a personal favor to minimize cost)
- Contacted performer DOUG E. FRESH re: performing at ASALH conference; participated in followup conversations
- Secured assistance from key member of Omega Psi Phi leadership to secure the 10K sponsorship commitment - meeting previously scheduled (additional call today)
- Followed up on NMA interest and conducted conference call with Charles Johnson re: sponsorship, meeting with NMA President-elect, and possibility of in person roundtable; second meeting today to incorporate President-elect scheduling meeting with ASALH
- Outreach to Development Office of Kappa Alpha Psi following conversation with active member

AZ meetings scheduled include:

APS

AZ Informant

Previous engagements/conversations include:

Fiesta Bowl

- Additional outreach to previous sponsors:

Johnson and Johnson
Bank of America
- Incorporated suggested sponsors in Alabama in outreach
- Initiated the development of sponsor database
- Participated in no less than 4 meetings with ASALH including:
Development Committee
Michael Regan acquisition (2 meetings)
Standing Meeting with Marvin re: status update
Meeting with Sylvia and graphic designer
- Multiple conversations with Sylvia re: conference, progress, direction

As I mentioned, I have continued my work for ASALH while in Arizona to maximize the opportunities for sponsorship.

I am available for additional questions at your convenience.