

**The Ijoba Shule**  
**"Private School Excellence, Home School Environment"**  
215.747.5737 (Office)                      215.747.1185 (Fax)  
[www.ijobashule.org](http://www.ijobashule.org)

November 6, 2007

Dear Black Owned Business,

We know for many Black owned businesses, marketing is a necessary expense that often gets placed on the back burner when the financial ends of your business do not quite meet. If you want to reach a broader customer base without upfront cost and little effort, we have a great opportunity for you.

We are the Ijoba Shule, an Independent Black Institution located in Philadelphia, Pennsylvania. We are in our third year of independently educating our students. Our mission is to teach students to be responsible handlers of power in service to the Divine, nation, community and family.

In the spirit of Kwanzaa, we are inviting your business to participate in our UJAMAA Discount Card Program. Ujamaa is the fourth principle of Kwanzaa and is celebrated on the fourth day of the Kwanzaa Celebration. Ujamaa stands for cooperative economics and calls for us "to build and maintain our own institutions and to profit from them together".

The UJAMAA Discount Card is a card that consumers will purchase for a minimal annual fee in exchange for a discount on services or products from participating businesses. We are asking your business to commit to a discount when a consumer presents an UJAMAA Discount Card and/or uses an UJAMAA Coupon Code for Internet businesses. Again, there is no upfront cost for your business. The only cost to your business is supplying the consumer with a discount or offer that you will honor. We will do all of the marketing. The UJAMAA card will be good for one year beginning on November 23, 2007, the start of the holiday shopping season.

All proceeds of sales from the UJAMAA Discount Card will benefit the Ijoba Shule Building Fund. By becoming an UJAMAA Card merchant you will be helping us help ourselves; we will bring your business exposure and customers; and we will all help to keep black dollars in the black community a little longer. If you have any questions, please contact us at the phone numbers below or contact the representative who is requesting your participation. For more information on our school, please visit our website at [www.ijobashule.org](http://www.ijobashule.org).

Sincerely,

Adetoro Brown  
UJAMAA Card Chair  
215-747-5737

Ymani Efunyale  
UJAMAA Card Co-Chair  
609-649-0282

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## The UJAMAA Discount Card

### FUNDRAISING OFFER

#### A. CONTACT INFO

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Store Locations: 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

#### B. DISCOUNT

Buy \_\_\_\_\_ At Regular Price Get \_\_\_\_\_ Free

\_\_\_\_\_ % Off Any Purchase

Other – Print Your Offer EXACTLY As You Wish It To Appear

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#### The Following Stipulations Will Be Printed On ALL Cards:

MUST PRESENT CARD AT TIME OF PURCHASE • NOT VALID WITH ANY OTHER OFFERS, COUPONS, OR SPECIALS • LIMIT ONE OFFER PER CARD PER PERSON PER DAY • NOT TRANSFERRABLE • ADDITIONAL TERMS AND CONDITIONS MAY APPLY

#### C. LOGO – Provide Your Company Logo By Way Of One Of The Following Methods

Website: \_\_\_\_\_

Will give it to Ijoba Shule to scan and email

E-Mail it to [UjamaaCard@yahoo.com](mailto:UjamaaCard@yahoo.com)

Will not use a logo

#### D. AGREEMENT

##### I agree to advertise by way of the Ujamaa Card at NO COST to me or my company

(My/Our store will accept the offer specified for the card and will honor the card for one year from print. I/We grant Ijoba Shule full permission to put my/our store's logo on the card holder and to include my/our store on their website, promotion materials and all rights necessary for my/our store to participate)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Ijoba Shule Representative Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_