

Charles Reid
Foundation



"Join the Spirit of Giving"

Dear Prospective Sponsor:

The Charles Reid Foundation is seeking your sponsorship to support our efforts in giving back to the community of Richmond. We invite you to be a part of this act of giving.

The Charles Reid Foundation, a 501 (c) 3 Non-profit corporation, was originated by the family of the late Mr. Charles R. Reid Sr. to continue the Tradition of Christmas Spirit serving underprivileged youth in North Richmond and surrounding Communities.

Mr. Reid, a California native, born in Angels Camp, California in 1898, moved to Richmond in 1935 and was a star pitcher for the all-black semi-pro Pierce Giants. In 1947, he became a Recreation Director at Shields Park (now Shields-Reid Park) and hosted his first community Christmas Party. Until his death in 1979, at the age of 81, Charles Reid was known as the "real-life Santa" determined to bring holiday joy to the children of impoverished neighborhoods.

His family and a host of volunteers have continued his Spirit of Giving. Since the inception, the Foundation has served more than 80,000 children providing them with toys, clothing, bicycles, and stockings filled with goodies after a visit with Santa during its Annual Christmas Party. In addition, the Foundation has provided sponsorship for these children to attend summer camp as well as summer & winter excursions. They also support other organizations with Christmas presents and participated in their special events.

Currently, the Foundation is in the process of implementing other community programs; including after school tutoring, and developing a college scholarship fund. Further information about Charles Reid, a great humanitarian and his commitment to the community can be accessed on the [Charles R. Reid Sr. Story page](#).

A donation of any amount, large or small, will help a child.

Recognition (minimum donations starting at \$1,000.00)

- Company website listed on The Charles Reid Foundation
- Company listing in all press releases
- Charitable donation letter

Make your check payable to: The Charles Reid Foundation

Mail to: The Charles Reid Foundation, 520 Zenith Ridge Dr, Danville, CA 94506-1355.

**Thank you for your consideration of Sponsorship
and your Support of The Charles Reid Foundation**

All donations are tax deductible.