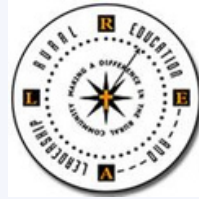


REAL NEEDS YOUR HELP!!



REAL
CHRISTIAN
FOUNDATION

WHO: Rural Education and Leadership Christian Foundation, Inc. (REAL) finds that many rural, Christian non-profit ministries struggle with exposure, resources, and structure as they try to address the needs of communities in Mississippi. REAL provides solutions to help them by connecting them to resources, providing grants (of which the ministries direct spending), and making technical assistance available. In providing these solutions, REAL helps address some of the causes of poverty in rural Mississippi, such as a lack of quality educational opportunities, a lack of job readiness skills, poor nutrition, and a lack of both access and exposure to basic technology and other necessities, that affect children, youth, and families.

WHAT: REAL has a unique opportunity to be supported by the W.K. Kellogg Foundation (WKKF) in a way that will increase giving to and from Mississippi. WKKF has recognized that there is an opportunity for individuals and communities of color to give and become change agents for the children and families in their communities.

WHY: This opportunity for individuals and communities of color to give is an opportunity that REAL has been trying to take hold of for years. Historically, most of REAL's support has come from outside Mississippi and from a majority of both White individual donors and churches, but all of REAL's efforts have always been targeted to rural Mississippi since REAL's establishment. REAL wants to maintain its current donor base and encourage a broader donor base from the communities it currently serves—rural Mississippi, which is majority Black in population. REAL, a Christ-centered ministry organization, also wants to work with the larger church body to live out Christ's instruction of caring for the "least of these" (Matthew 25:40).

WHEN: Please help us by giving this year!

HOW: REAL is encouraging 1) churches with majority Black and/other minority congregations, 2) Black individuals, and 3) individual Mississippians overall to commit to giving to REAL in the following ways:

Cash App: \$REALatWork

Please type "MSGIVES" in the for line.

or

REAL's Website: <https://realchristianfoundation.org/donate-now/>

Please select "MSGIVES" as the option to give.

or

First Class Mail: P.O. Box 180059, Richland, MS 39218

**Make payments payable to REAL Christian Foundation, Inc.
Please write "MSGIVES" in the memo line for checks and money orders.**

For more information:

**Contact REAL President Chanda Roby, Esq.,
via chanda@realchristianfoundation.org or 601-932-1101.**