



Harambee Festival
was established in
1974

Harambee Festival
814 Whitestone Lane
Dallas, TX 75232
214-533-2054

**Harambee
Steering
Committee**

Willie Minor
Chair

Bobbie Murkledove
**Co Chair &
Finance Chair**

Eltonya Hill
**Marketing &
Promotions Chair**

Aloise Erims
**Entertainment
Chair**

March 8, 2020

Company

% Mr./Mrs. Volunteer

Dear Mr./Mrs. Volunteer,

Harambee! Perhaps you're familiar with this Swahili greeting which means "Let's Pull Together!"

This is your invitation to pull together with the Harambee Festival of Dallas, as a volunteer at our 2020 event on the last Saturday in October. You'll enjoy a meaningful, fun-filled day, enjoy a free lunch and earn community service hours.

For 45 years, since 1974, the Harambee Festival of Dallas has done just that – it has pulled our community together for both support and enjoyment, on the last Saturday of October. This event provided a central hub for community resources for families and businesses. You will be uplifted by volunteering at this safe alternative to Halloween for families in our community.

Norma Adams-Wade, the well-respected winner of many journalism awards and a popular columnist of the Dallas Morning News says, "Harambee is now the longest-running festival of its kind – a unity festival that now brings together all cultures." The 2020 theme is "Harambee Seeing the Future of Our Children" and our overall mission is to educate and unify all generations, cultures and social groups. This year, as never before, in the aftermath of the Covid-19 Pandemic, our community needs this event.

Due to COVID -19 this year's festival will proceed on October 31, 2020 as planned just on a different format. Local families and those from surrounding cities will still be able to register for: FREE treat bags & care packages during the Drive-Thru virtual event located at 2922 MLK Jr. Blvd., Dallas, Texas 75215 starting at 10:30am to 3:30pm or until supplies last. There is an expectation of over 20+ Community Partners, 50+ Volunteers and 400+ families to attend.

All families are to stay inside their vehicle with an open trunk. Walk-Ups are also welcome. Masks are required for each volunteer and recipient.

Every year we have been able to impact many generations. All participants will be able to share the love by streaming a schedule of live festivities during the Virtual Festival as well. A list of events will soon be announced online via local and national media outlets.

We have a lineup of presenters and youth performers from around the world. This time around, with our Virtual Festival, the Dallas Harambee Steering Committee will reach past our annual attendance of over a thousand families, a hundred vendors and volunteers from across North Texas, as well as to present our traditions and connect with others globally.

The majority of the population carries a mobile device and has a social media account. By acquiring a streaming platform such as Facebook or YouTube and the right promotional mix, the festival will reach well over millions, if not in one day, definitely over one month. Using cross promotions with sponsors, partners, performers, presenters and volunteers, what a great opportunity to reach over a million people across the country and the globe on a mobile format through social media, live streaming views, shares and downloads.

The Harambee Festival is an event you can trust. The Steering Committee insists on a positive, secure experience for every volunteer. Each of our previous 45 years have been incident-free.

There are several flexible shifts for you to choose from, based on your availability:

9:30am – 11:30am

11:30am – 1:30pm

1:30pm – 3:30pm

With your support and the support of like-minded individuals and companies, we can continue this awesome festival. To sign up, just go to <https://www.harambeedallas.org/contact-us> and click on the volunteer application. Please sign up to volunteer by Thursday October 1, 2020. Carefully consider how you can help us this year and share this opportunity with others who wish to promote the success of future generations in our community.

For more information, please visit www.harambeedallas.org. Further questions can be directed to Willie Minor (214-978-7164) or Bobbie Murkledove (214-533-2054) or send an email to dallasharambeefestival@yahoo.com. Volunteer Questions can be directed to Danette Ausborne (972-374-6830)

Sincerely,

Willie H Minor Jr.

Willie H. Minor Jr., Chairman
