

May 24, 2015

Dear Sir or Madam,

The Yale Leadership Institute (YLI) was founded in January 2007 by two Yale undergraduates as a means to promote leadership education and training for Yale College students. At that time, most of the opportunities offered at Yale dealt only tangentially with leadership. Many highly motivated students could not find guidance to help them hone their requisite skills to become accomplished leaders in their respective fields, skills such as public speaking, conflict mediation, and working synergistically in groups. Our organization was thus created with the mission of enabling all Yale students to achieve their full leadership potential.

Since then, our mission has expanded and LI at Yale has provided Yale students and the New Haven community with a well-organized structure to learn directly about leadership - not only in a theoretical framework, taught by experienced global leaders, but also through valuable personal and shared leadership experiences. The Leadership Education and Development (L.E.A.D.) program is Yale's premier four-year training program that features weekly workshops, discussions, guest lectures, simulations, trips, and more. Our L.E.A.D. program is endorsed by the Yale School of Management, with many of its world-renowned professors serving as our program advisors and/or guest lecturers. This program is designed so that through their undergraduate career, our members can gain better self-awareness as leaders and become passionate, visionary and adaptive agents for global change.

To increase the reach of our leadership education programs to a wider community, LI has proudly hosted our 7th annual "Perspectives in Leadership" Conference. Our conferences have hosted over 500+ students from nine universities over the years, and our live photographic and content-rich coverage of the conference garnered 4000+ organic views on Facebook. LI's social media outlets allowed us to share take-home messages of our keynote lectures and the importance of leadership education to a larger audience beyond the conference participants who were selected to participate after a highly competitive application process. For the Yale community, we also have Leadership Teas (featuring international leaders such as Julien Steimer and Lieutenant Colonel Martin Sturgeon) and an annual President's Dinner which is the only event on campus that unites the student leadership of Yale's campus in one location.

To address the need for leadership education geared toward high school students, we created the Youth Leadership Program (YLP) – an effort to expand the L.E.A.D. experience to high school students in the New Haven area. After reaching out to local public schools and community organizations, the YLP team partnered with the Mayor's Youth Council to conduct a biweekly leadership education program. This year, 15 students were selected from various New Haven high schools to learn about leadership from community leaders, before envisioning and launching a final project of organizing a New Haven youth talent show. The program aided 15 students representing a variety of neighborhoods within New Haven, and built a stable partnership with the city and local nonprofits for its future success.

Due to the scale and non-profit nature of our operation, external financial support has been crucial to the quality and development of our programs, and we are grateful to all of our personal and corporate donors and supporters for helping us succeed this far. In the past six years, we have impacted the lives of hundreds of higher-education students, both at Yale and throughout the country, and countless local community members through our leadership education programs. We invite you and your organization to join us in promoting our mission by becoming a sponsor of one or more of our programs. If you'd like to give a workshop/panel with LI at Yale or publicize recruiting events to Yale students and our L.E.A.Ders, let us know. For more information, please see the Sponsorship Brochure and End-of-Year Reports for 2012-2013, and 2013-2014 found on the *Sponsor Us* page of the website.

Thank you very much for your consideration and generous support. Please do not hesitate to contact me at joel.bervell@yale.edu or li.at.yale@gmail.com to discuss ways to support quality leadership education. I look forward to hearing from you.

Sincerely,

Joel Bervell
Vice President of Yale Leadership Institute
Yale University, Class of 2017