

May 2020

We have been amazed at the amount of money being raised around the world to support the impact of COVID-19. Have you heard of the Fanatics All-In-Challenge [www.allinchallenge.com](http://www.allinchallenge.com)? We love the idea of celebrities/athletes auctioning something of extreme value to benefit so many world-wide Non-Profit Organizations. We think it would be fun and beneficial to our own community if we have our own Long Beach Challenge.

**WE CHALLENGE YOU!**

You are the first group of 24 people being challenged to raise money for Long Beach Non-Profit Organizations. ***Be creative****.* Come up with a unique experience or package to be auctioned off on our LB Challenge website <https://one.bidpal.net/lbchallenge>**.** Engage your friends & colleagues if you want to partner with someone else to increase the value of the auction item.

The requirements are that each auction item have a minimum fair market value of $500. In order to meet our financial goals, we need to engage as many donors and bidders as possible and sell everything for a minimum purchase of $250. (although we will strive for more.)

Please get back to us **within 7 days** with your auction item idea (complete the donation agreement attached). We will be posting on social media (#LBChallenge) and using the local LB news outlets to spread the news. If you prefer your name not be mentioned in any media outlet, please let us know.

Once you have submitted your auction item to us, you will have **three days to challenge** **two additional people**. We will supply you with a similar letter to this along with the donor agreement for you to use. We encourage you to use social media to tag those you wish to challenge. In order to be successful, we need hundreds of people donating and/or purchasing items.

100% of the funds raised will be split between two Long Beach non-profit organizations:

**Meals on Wheels Long Beach** has been supporting the independence and well-being of homebound seniors, veterans and the disabled since 1971; they are needed more than ever due to COVID-19.

**The Long Beach Education Foundation**is working with local philanthropists and donors, who collectively are aiming to supplement the meals being provided by the Long Beach Unified School District by raising funds that will provide additional food and weekend meals for families in need.

All further written communication can be sent to tracy@murchisonconsulting.net. Please send your auction item donor form, and the two people you are challenging (along with their email address/phone) as soon as possible.

Here’s to happy fundraising and wishing you all well.

Mike & Tracy Murchison