

Youngstown State University
Poverty Awareness in Youngstown: PAYO

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March 23, 2015

Casal's De' Spa & Salon
Austintown Plaza

Dear Theresa Rankin,

In 2012, The Brookings Institution reported that Youngstown had the highest rates of concentrated poverty than any other city in the United States. Youngstown and its people experience a variety of concerns relating to this superlative, including lack of education, employment, and housing. These issues have manifested since the collapse of the steel mill industry, ultimately leading the city to experience a 49.7% concentrated poverty rate with employment 10% below its peak before the recession in 2001.

In light of this, students of the Youngstown State University Honors College, in collaboration with the YSU Student Government Association, are launching an annual two-week program to bring public awareness to these concerns. From April 6th-19th, Poverty Awareness in Youngstown (PAYO) will strive to foster education and inspire enactment among the general student body on campus, encouraging them to get involved with local charity organizations of the Youngstown area. Speakers from several of these organizations will be featured on YSU's campus, as well as informational walk-throughs and volunteer recruitment for National Volunteer Week.

On behalf of our community's efforts, we are seeking assistance with regards to haircuts from your location in order for us to further assist the free lunch families from Youngstown City School's Harding Elementary with whom we will be partnering. This event will conclude our Poverty Awareness Project and give back to the free lunch families on Saturday April 18th from 9am-1pm at Harding Elementary on 1903 Cordova Avenue in Youngstown. We sincerely extend our gratitude for any help your company may be able to offer, as it will provide the impetus to reach our goal of an educated, inspired, and supportive community of families in poverty. If any additional information regarding our project is required, please do not hesitate to contact me. I wholeheartedly appreciate your support in this important endeavor.

Thank you for your time.

Sincerely yours,

Ashley Orr
Poverty Awareness in Youngstown Outreach Representative
University Scholars XX: YSU's Honors College