

## **SBLC 2010 GALA CO-HONOREE: JULES (SONNY) MORSTEIN, JR.**



Morstein's Jewelers, a third generation family owned business since 1898 is the oldest jewelry store in Baltimore City and located in Historic Federal Hill. Jules (Sonny) Morstein, Jr. currently owns and runs the over 100 year old family business. Mr. Morstein has been an appraiser and gemologist for more than forty years. With his degree from American University in Business Administration, Sonny guided the small family business into its third generation of operation. Not only has South Baltimore and Baltimore City benefited from the presence of such a long term quality business, but it has benefited from the involvement of Sonny Morstein as a long time business and community leader.

Sonny is known as the “mayor of South Baltimore”— and even its patriarch. He has been involved as a mediator for community conflicts and often helps out individuals and organizations that are doing good things for the community. When the Homeless Shelter (now Baltimore Station) needed in-kind office space, Sonny provided it. And because Sonny has always played a major role in the community, when the South Baltimore Learning Center (SBLC) was in its beginning years, we asked Sonny to be a member of our Advisory Council. He was very happy to do so, and joined the council in 1992 and has remained an active member to this day. In his role on the council, Sonny helped SBLC with relationship building in the South Baltimore community and in Baltimore City. Whether it was with community and business owners and leaders or with government officials, Sonny introduced SBLC in many different ways. He has also helped the center leverage funding over the years from various corporate donors. One of these special connections shepherded by Sonny for SBLC was with Bell Atlantic (later Verizon). With Sonny's business connection, he was able to assist the center by arranging for a meeting and a site visit by the company (in which he also participated). Out of this “connection” has grown a long term philanthropic/corporate partnership between the center and Verizon.

SBLC has been supported by donations from the South Baltimore Business Association (SBBA), including a gift of \$1000, and in 1998 SBLC received \$2500 as a beneficiary of the Morstein's Jewelers 100<sup>th</sup> Anniversary celebration. Over the years, the SBBA and its members have made cash and in-kind donations in support of the center.

Sonny always participates with SBLC activities and events, and has been one of SBLC's important advocates. He has a great concern for education and workforce development, and the SBLC mission has a special place in his heart. When Sonia Socha, Executive Director, explained to him that SBLC graduates were in need of scholarships for transitioning to post secondary education & training, Sonny offered to donate an annual \$500 scholarship to a deserving SBLC graduate who is successfully enrolled in college. This scholarship program has been in place since 2001, and Sonny has always presented the scholarship to the winner each year.

Sonny Morstein was just elected the President of the Federal Hill Business Association (formerly the South Baltimore Business Association) for a 23rd year. He has also been the President of the R.B.D.L. Umbrella Inc for 19 years, and a member of the Baltimore City Chamber of Commerce Board of Directors for 18 years. In addition, Sonny is past president of numerous groups including his community association, the Federal Hill Main Street Inc. and the Jewelry Distributors Buying Association. He is also past Chair of the Baltimore City Council Ad Hoc Committee on Small Business (5 yrs) and past Chair of Chamber of Commerce Public Policy (10 yrs). Sonny has received the "Legends and Leaders" award from the Baltimore City Chamber of Commerce (1997) and the Mayor's Business Recognition Award (1999).

There is no question that Sonny Morstein is a community leader and activist, generous in his nature, time and contributions of all types. You might say he is “a gem”. The South Baltimore Learning Center is pleased and proud to have Sonny Morstein as our 2010 Gala Co-Honoree.

## 2010 Gala Co-Honoree:



Since 2000, the Verizon Foundation has dedicated technical, financial and human resources to help people in communities across the country live healthy, productive lives. The foundation has two major focus areas for philanthropy, and one is literacy and education for both children and adults.

**A major Verizon Foundation goal is to improve literacy and strengthen educational achievement for children and adults by preparing them for success in the 21<sup>st</sup> Century.**

The Verizon Foundation has a long history of supporting quality educational resources and literacy programs. One of the foundation's focuses is on the education of adults so that they will be prepared to achieve their goals and contribute to their communities.

Today, literacy and learning take on new meaning as broadband and the Internet offers the ability to access unlimited amounts of information. Both children and adults need higher levels of literacy, as well as complex critical thinking and problem solving skills, and advanced achievement in science, math and engineering.

Literacy is also a gateway to lifelong learning, personal opportunities and success. That is why one of Verizon Foundation's top priorities is to improve the literacy skills of children and adults.

Technology has revolutionized the way people live, learn and work. To reach their full potential, people need a level of literacy and education that is unprecedented. The foundation believes that we still have a long way to go in this effort. Therefore, their goal is to advance student achievement (at all ages & levels) through innovative technology that increases educator effectiveness at home, in the classroom or in the community.

The Verizon Foundation has invested in online resources including Verizon Thinkfinity ([www.thinkfinity.org](http://www.thinkfinity.org)), a free educational website, as well as community-based initiatives and national programs that teach non readers to read and advance the complex skills necessary for educational achievement and job success in the 21st Century. The foundation (as defined in its own objectives) wishes to help build more literate communities through effective literacy organizations.

*The South Baltimore Learning Center (SBLC) is one of the community based programs in which Verizon (and previously Bell Atlantic) has invested over the years. A long term partnership (beginning with corporate philanthropy from Bell Atlantic through 1999) has been built since 1993, with over \$100,000 being invested in SBLC programs. In addition, assistance from Verizon employees as both volunteers and donors has provided a deeper level of a corporate partnership over the years. Without this special investment & support, SBLC would not have been able to develop its general technology and instructional technology to the level which has been achieved. With grants for technology, books and software, and capital renovation, Verizon continues to support our adult learners and their academic progress at SBLC.*

**The South Baltimore Learning Center is proud to honor the Verizon Foundation and our local Verizon corporate offices for their on - going support and partnership over the past 17 years.**

# South Baltimore Learning Center

28 E. Ostend Street, Baltimore, MD 21230

Phone: 410-625-4215 ■ [www.southbaltimorelearns.org](http://www.southbaltimorelearns.org)

## MISSION

To improve the self-sufficiency of educationally disadvantaged adults. SBLC is a private, community-based nonprofit 501 (c) 3 adult literacy organization providing functional literacy and life skills training, in addition to career preparation services, to residents in the Baltimore Area.

## South Baltimore Learning Center Offers...

**Adult Basic Education, Pre-GED, and GED Instruction:** SBLC helps adults to improve employability, earn their Maryland High School Diploma, and even go on to college.

**Basic Literacy Tutoring:** Flexible one-on-one tutoring enables adults to work on basic reading and writing skills at their own pace. Our tutors are trained volunteers from the community.

**External Diploma Program (EDP):** This program provides an alternative way for adults to obtain their Maryland High School Diploma. EDP is a program for mature adults who can demonstrate skills acquired through life and work experiences.

**Drop-In Tutoring:** Our drop-in tutoring lab is available to SBLC classroom learners and EDP clients who want individual support for math and writing skills with staff and volunteers.

**Community Technology Center (CTC):** Beginner level classes provide an introduction to the computer and the Internet. In addition, SBLC's state-of-the-art computer lab is open to our learners and the general community.

**Academic/Support Counseling:** SBLC employs an on-site Academic Support Counselor to help learners overcome obstacles in continuing their education.

**Career/Employment Counseling:** This service is available to SBLC learners and alumni who want support in achieving their academic and career goals beyond SBLC.

*We were a part of the drop-out problem but now we can proudly say that we are a part of the solution. SBLC has unlocked the door to our minds and we will continue the journey to unlock the future.*

SBLC Graduate, Cheryl Harrison-Clay

# South Baltimore Learning Center

## Sponsorship Opportunities

Please Confirm Your Sponsorship by March 5<sup>th</sup> to Guarantee Placement of Your Ad in the Event Program Booklet

### **Platinum Book Sponsor \$10,000**

- Exclusive Presenting Sponsor
- 20 Tickets (2 reserved tables) and VIP seating
- Prominent Logo Placement on Collaterals and Ads
- Full Page Ad on Back Cover of Event Program Booklet
- Web-Site Banner Ad with a live link to your website.
- Recognition in SBLC's Newsletter
- Invitations to all SBLC Cultivation Events

### **Gold Book Sponsor \$7,500**

- 15 Tickets (1.5 reserved tables)
- Prominent Logo Placement on Collaterals and Ads
- Full Page Ad in Event Program, Front/Back Inside Cover of Event Program
- Web-Site Banner Ad with a live link to your website.
- Recognition in SBLC's Newsletter
- Invitations to all SBLC Cultivation Events

### **Silver Book Sponsor \$5,000**

- 10 Tickets (one reserved table)
- Logo Placement on Collaterals and Ads
- Recognition in SBLC's Newsletter
- Full Page Ad in Event Program
- Banner Ad on SBLC Web Site

### **Bronze Book Sponsor \$2,500**

- 10 Tickets (one reserved table)
- Company Name on Collaterals
- Half Page Ad in Event Program
- Recognition in SBLC's Newsletter

### **Literacy Circle \$1,500**

- 5 Tickets
- Company Name on Collaterals
- Quarter Page Ad in Event Program
- Recognition in SBLC's Newsletter

### **Friend to SBLC \$500**

- 2 tickets
- Name on Collaterals

# South Baltimore Learning Center

## Corporate Sponsorship Form

Please complete this form and return to SBLC by mail or fax. Please Confirm Your Sponsorship by March 5<sup>th</sup> to Guarantee Placement of Your Ad in the Event Program Booklet.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Sponsor Level (Please check one)

- Platinum Book \$10,000
- Gold Book \$ 7,500
- Silver Book \$ 5,000
- Bronze Book \$ 2,500
- Literacy Circle \$ 1,500
- Friend \$ 500

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Payment Method:     Check Enclosed     Please Bill Me  
                           Credit Card         Visa                       Master Card

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please Submit Your Ad or Logo:

- Submit electronically to: [sbrantley@southbaltimorelearns.org](mailto:sbrantley@southbaltimorelearns.org)
- Submit on a disc and enclosed with this form

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

All proceeds benefit South Baltimore Learning Center (SBLC). SBLC is a 501 (c) 3 nonprofit organization. Contributions to SBLC are tax deductible to the fullest extent allowed by law. A copy of our most recent filing is available upon request by contacting SBLC at 410-625-4215.

