



TEXAS TECH UNIVERSITY

## Rawls College of Business™

January 30, 2020

To Whom It May Concern:

I am teaching a Personal Selling course this semester at the Rawls College of Business at Texas Tech. As a requirement of that course, each of my students must raise \$300 for a local nonprofit organization. This is a pedagogy known as service learning where the students learn their subject in part by applying it in service to their community. This semester, we are working to raise money for Sondra's Song, a local group that helps young people who have aged out of foster care.

Sondra's Song was started by Sandi Turner. Through a grant and donations, she raised enough money to purchase a house at 14<sup>th</sup> Street and Avenue R in Lubbock to provide a safe place for these young folks to live. Many of them go on to college, a dramatic difference from most former foster care alums. Typically, without help 40% of kids who age out of foster care are homeless within two years; 60% of the young women are pregnant and 40% of the young men are incarcerated. Sandi is trying to give these kids a fighting chance.

You can learn more about Sondra's Song at: <http://sondrassong.org/>. If you would like to donate online, the link is:

[https://www.paypal.com/donate/?token=I3PO6nEOFue6qgKhE4aBQJhDxBYoOiZKHi3FJ5r0\\_oYDGslyD7cMHIKZzp0\\_8imC7IpFG&country.x=US&locale.x=US](https://www.paypal.com/donate/?token=I3PO6nEOFue6qgKhE4aBQJhDxBYoOiZKHi3FJ5r0_oYDGslyD7cMHIKZzp0_8imC7IpFG&country.x=US&locale.x=US)

If you wish to donate via check, please make it out to Sondra's Song. You can mail it to

P.O. Box 64042  
Lubbock, TX 79464

If you have any questions contact me at [bob.mcdonald@ttu.edu](mailto:bob.mcdonald@ttu.edu) or 806-834-1175, or contact Sandi Turner at [sandi.turner@sondrassong.org](mailto:sandi.turner@sondrassong.org) or 806-790-1962.

Thank you,

*Robert E. McDonald, PhD*

Bob McDonald  
Professor of Marketing