



**LAUGH UNTIL YOU CRY**  
**COMEDY EVENT FUNDRAISER**  
An ASAP Foundation & A.I.Y.F. Partnership



“Education is the Passport to the future,  
for tomorrow belongs to the people who prepare for it today”

~Malcolm X



Jerry Azumah  
Founder and CEO of the ASAP Foundation

Over **150 attendees** with nearly **20 celebrities** in attendance and **9 comedians** that donated their time and services.

Raised over **\$10,000** that will go directly towards ASAP's scholarship fund and A.I.Y.F.'s Youth Camp.



Andre Iguodala  
Founder and CEO of the Andre Iguodala Youth Foundation

Over **15** people volunteered their time to ensure the event ran smoothly and was a success.

Twitter, Facebook, and Tumblr was used to blast the event to over **5,000** Friends and Followers.

Press Releases sent to over **70** media outlets



Exclusive media sponsor, **Time Out Chicago**, featured the event on its website reaching over **27,000** people.

# Event Recap:

On Tuesday, November 15<sup>th</sup>, athletes, celebrities, and influencers joined former All-Pro Chicago Bear, **Jerry Azumah** and NBA Player **Andre Iguodala** of the 76ers and their nonprofit organizations, the **Azumah Student Assistance Program (ASAP) Foundation** and the **Andre Iguodala Youth Foundation (A.I.Y.F.)** for **Laugh Until You Cry**, a comedy event fundraiser that took place at the **W Hotel City Center**.

All of the proceeds raised went directly to **ASAP's** scholarship fund, which serves youth specifically at **LINK Unlimited** and **San Miguel Schools Chicago** and **A.I.Y.F.'s** youth camp, a basketball camp created not only to help inner city youth improve their athletic skills, but helps build character and academic strength as well.

VIP Guests were greeted with featured cocktails sponsored by **Grey Goose Vodka** and had the opportunity to meet and greet with the comedians at a pre-event cocktail.

All comedians that performed at the event donated their time. Comedians included, **Brian Babylon** (vocalo.org), **Tyson Karrasch**, **Leah Eva**, **Willie Lynch Jr.**, **Tony Sculfield** (WGCI), **Alex Ortiz**, **Chastity Washington**, **Lil' Rel**, and **Damon Williams**. The event was hosted by WGCI's **Leon Rogers**.

Guests received complimentary gift guide magazines courtesy of exclusive media partner, **Time Out Chicago**.





# How You Can Help: It's Not Too Late- DONATE!

**On average, it costs \$5,000 per year to send a child to private school.** When we support a child from 9<sup>th</sup> grade until their senior year of high school, it costs us **\$20,000** to educate that child. **We currently fund the education of three children, making our yearly expense \$15,000 in scholarships and we intend to keep supporting these children until they graduate.**

We are excited about raising enough money for a student's education for a year and look to increase our impact by raising the number of student scholarships we distribute annually. **By the end of 2012, our goal is to raise over \$80,000.** This will immediately increase the number of scholarships we offer as well as fund the current scholarships for up to four years of schooling at a private institution

**Jerry Azumah** founded this organization because of the generosity that was shown to him as a high school student while attending a private institution. He, like our scholarship recipients, was able to attend a prestigious school because of a generous donor.

We at the **ASAP Foundation** want you to know the importance of donating to our cause.

The **ASAP Foundation** is dedicated to helping children achieve their dream of attending a private institution and we thank our supporters that continue to give to and support our mission.

It is our desire to continue to sponsor events that enable us to raise the funds needed to effectively support inner city youth.

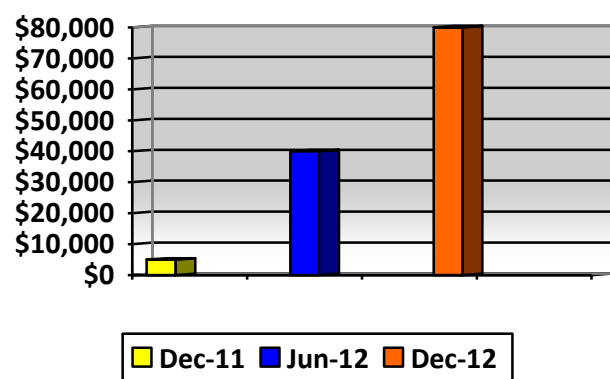
The **ASAP Foundation** is a **registered 501(c) 3 non-profit organization**, that provides scholarships for disadvantaged students to help them succeed.

We research communities, schools, and programs that assist impressionable young students who are at risk academically and environmentally to help them realize their dreams with the fundamental components of a **private education**.

Currently **ASAP** sponsors students at **San Miguel Schools** (Chicago, IL), **Link Unlimited** (Chicago, IL) and **St. Peter Marian** (Worcester, MA).

**In addition to attending events, you can donate immediately** by visiting: [www.theasapfoundation.org](http://www.theasapfoundation.org)

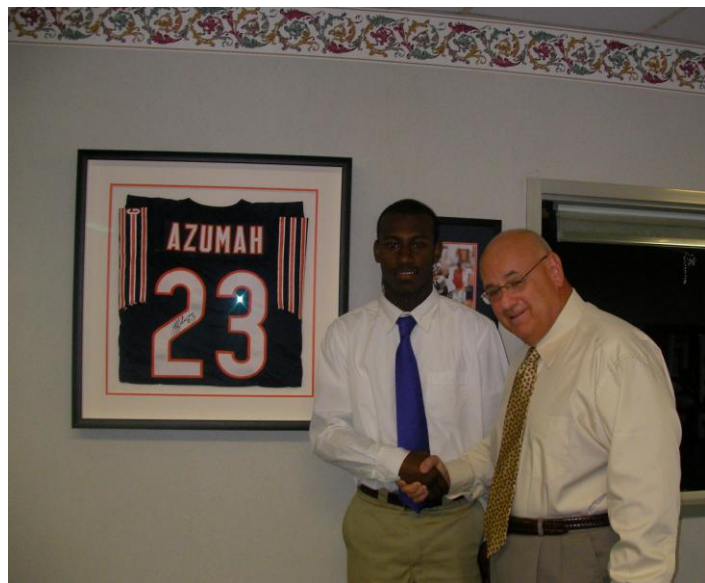
**ASAP Scholarship Goal 2012**



# Meet ASAP's Outstanding Scholarship Recipients



Jerry Azumah with San Miguel School student, and ASAP scholarship recipient, Keishun, planting basil for San Miguel's



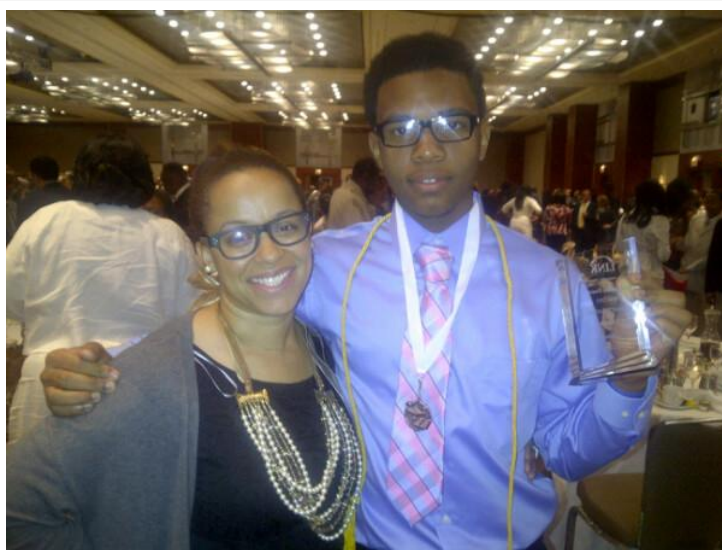
St. Peter Marian ASAP scholarship recipient, Noah Burke and Headmaster pictured next to autographed Jerry Azumah jersey and photograph

We have **stellar students** in our **ASAP scholarship program!**

**Keishun Thomas**, currently our youngest scholarship recipient, is a student at San Miguel Schools and he loves to play sports! Each semester, Keishun **improves** his GPA with hard work and dedication.

**Noah Burke** continues to excel! With great grades, a promising football career and **7<sup>th</sup> in the state of Massachusetts for the 300 meter run**, this student continues to work hard so he can produce better results academically and athletically.

**Anthony Pierce** is a freshman at the prestigious De La Salle Institute and holds an impressive **4.3 GPA making him number one in his Link Unlimited freshman class!** He is a standout athlete and has his heart set on attending one of the Nation's top colleges when he graduates high school.



ASAP Executive Director, Micaeh Johnson and ASAP Link Unlimited scholarship recipient, Anthony Pierce

“Education is not the filling of a pail, but the lighting of a fire.”

~William Butler Yeats

**Laugh Until You Cry** was a successful event that has helped take us a step closer to our 2012 fundraising goal. The event was lively and entertaining as guests were able to enjoy **big laughs** with some of the nation’s **BEST** comedians.

The process of creating awareness of the **ASAP Foundation**, LINK Unlimited, San Miguel Schools Chicago, and the **A.I.Y.F.** appeared to be trouble-free and simple because of the support and passion in which the event was built.

Although this was the first ever **Laugh Until You Cry** event, with the help of our guests, supporters and benefactors, as well as potential partners and additional attendees, we at the **ASAP Foundation** look forward to being able to produce this event to raise money for young impressionable minds in years to come.



For more information and updates visit:  
[www.theasapfoundation.org](http://www.theasapfoundation.org),  
call 312-842-1042 or email  
[info@theasapfoundation.org](mailto:info@theasapfoundation.org).

For additional photos or to donate to the  
ASAP Foundation please visit:  
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