



JERRY P. DYER
MAYOR

May 31, 2024

Dear Prospective Donor,

As the City of Fresno's Mayor, I am writing in support of Success from Within, a local nonprofit that focuses on education as a way out of poverty but has also expanded its horizons to include business prosperity and finding housing for our unhoused population. My One Fresno vision seeks an inclusive, prosperous, beautiful city where people take pride in their neighborhoods and community. Nonprofit organizations – along with business and government – are critical to enacting this vision.

AJ Rassamni is Success from Within's Founder and President. I have long known AJ and consider him a trusted partner and someone who is genuinely interested in making Fresno a better city. In 2016, he established the Blackstone Merchants Association, which has around 3,000 members representing 350 businesses located along north Fresno's Blackstone Corridor, which once was the city's main commercial strip heading north toward Yosemite National Park. He pivoted from the business group in 2022, founding Success from Within, which has a mission to uplift neighborhoods, as his organization says, "one block, one community, and one individual at a time."

While private businesses are buoyed by profits and government is supported by tax dollars, nonprofits such as Success from Within rely on the generosity of donors big and small, as well as grants and donations from organizations that believe in and support a vision. One example of Success from Within's focus is afterschool activities. Before being elected Mayor, I served 40 years in law enforcement, the final 18 as the City of Fresno's police chief. I know what can go wrong when our youth have unstructured lives and little external guidance. Success from Within's afterschool activities help provide youth a boost in the right direction.

Fresno needs organizations like Success from Within to succeed. If students are empowered, if businesses prosper, and if the homeless are housed, then Fresno will succeed. Because of that, I am in full support of Success from Within's mission, and am confident AJ and his team are running a top-notch nonprofit. Thank you for your consideration of this worthwhile effort.

Sincerely,



Jerry P. Dyer