



Press release November 7, 2005

Earlier this year a group of Toledo area business owners were talking about current events, including our war on terrorism. The question was raised, 'What about the soldiers who die and the kids they leave behind?' From that question the Left Foot Project was formed.

According to Jill Little, the Left Foot Project president, "We were talking and someone asked the questions, 'what about the orphaned kids? Who ensures their education? Will these kids be able to afford college and get good jobs?' We went silent. We didn't know."

Dr. Leonhard researched the questions and found an organization, the Armed Forces Children's Education Fund, that is dedicated to "financially assist the educational needs of the surviving children of the U.S. Military men and women who lost their lives on or after October 7, 2001, the commencement of Afghanistan operations, as part of the global war on terrorism defined as "Operation Enduring Freedom"." That is they provide financial assistance to ensure those orphaned by a parent who died in the war on terrorism can get a college education. AFCEF funds are secondary to other sources, restricted as to use, and are based on need. AFCEF was the answer to the questions.

Tony Federici called the president of AFCEF to discuss their organization. He found the California based organization could use more funds and were not able to market their organization as part of their charter. The group of Toledo area business owners gathered again and decided to form the Left Foot Project with a focus on raising funds to support the AFCEF in helping these special orphaned military kids afford their education.

The Left Foot Project has set milestones of \$100,000 each. Each milestone has it's own webpage listing the donors who contributed toward that milestone. A company or organization can be listed on a milestone page by becoming a lifetime member. The Basic membership for \$100 provides a listing of the member company name, address and phone number on the milestone page. The Special Ops membership for \$500 adds a link to the company or organization website to the milestone listing. The Centurion membership for \$1000 adds the company logo and a tag line to the milestone listing. The Centurion membership also includes a listing in the Centurion online directory which lists Centurion members by business or service like a phone book allowing site visitors an easy way to patronize the Centurion members.

To thank all members, the Left Foot Project will send the member company or organization a special yellow left foot with a display stand. The yellow left foot has special significance:

- We start with our left foot to keep in step with our troops who start their marches with the left foot.
- The left foot is a child's foot to remind us of our responsibility to help the children of our fallen heroes.
- The left foot is heavy to remind us of the heavy responsibility we must now take to honor our fallen heroes by helping their children.
- The left foot gives with resistance when squeezed, but retains its shape when released to remind us that we as individuals, we as communities and we as a nation have often been squeezed but we prevail. We retain our shape. We retain our liberty. We retain our freedoms.
- The left foot is yellow – the color of hope. Hope for the future of the children we now help. Hope for their children and their children.
- And finally, the left foot has a hole. A hole to remind us of the ultimate sacrifice made for us by the child's parent and the hole we must now help fill.

To learn more about the Left Foot Project, visit their website at [www.theleftfootproject.com](http://www.theleftfootproject.com).