

Sample Letter #2 – Fundraising Facts

A Sister's Promise

Did you know that the Race for the Cure series started because of a deathbed promise from one sister to another? It has spiraled into a commitment from millions of Americans to find a cure as they come together to run or walk in spring/summer/fall – and snowshoe in winter via Tubbs Romp to Stomp Breast Cancer Snowshoe Series®.

That simple promise has spawned \$630 million in research for breast cancer triggers, treatment options, and enabled the discovery of more effective diagnostic tools.

That simple promise has also saved thousand of women's lives by providing treatment to the uninsured and underinsured in the U.S.

This year alone more than 200,000 individuals will be diagnosed with breast cancer. The chances are you will know one of these women, or you already know someone battling the disease.

For thousands of women with little or no health insurance living in our community, hope can be hard to come by and only made possible through you. Your generous support powers our local Affiliate of Susan G. Komen for the Cure to fund much needed breast health and breast cancer services. Access to these services, through our local Affiliate's grantees, can mean the difference between life and death.

With your contribution, thousands of women will receive free breast cancer screening services including mammograms and will hear the life-saving message of early detection. Uninsured women will receive breast cancer treatment and continuing care services. Many will receive support including home-delivered meals, financial assistance, navigation services and hospice care.

Won't you become part of the cure? Take up the pledge today. I am putting my money where my mouth is and will match any contribution you make up to \$XXX.

Best regards,

YOUR NAME

P.S. Your employer may augment your donation through a matching gift program please check your company's policy.