



Sample Fundraising Letter

Dear [NAME]:

On Sunday, April 25, 2010, I will be participating in Emily's Rainbow Run. In addition to training for the race, I have committed myself to raising [INSERT YOUR FUNDRAISING GOAL - \$] for Emily's Rainbow Fund.

Founded in February 2007, Emily's Rainbow Fund is a Rainbow Babies & Children's Hospital Circle of Friends member whose mission is to donate proceeds raised through fundraising events to support pediatric cancer research and to better the lives of children with cancer. Emily's Rainbow Fund and Emily's Rainbow Run are named in memory of Emily Lewis; a warm, strong 12 year old girl whose journey with pediatric cancer ended on August 8, 2009. For additional information regarding Emily's Rainbow Fund and Emily's Rainbow Run as well as to learn more about Emily's story, please visit EmilysRainbowFund.org.

Cancer is the number one cause of death by disease for our children. It kills more children than asthma, diabetes, cystic fibrosis, congenital anomalies and pediatric AIDS combined. Every day 46 children in this country will be diagnosed with cancer. That is two classrooms full. Furthermore, the average age of a child being diagnosed is 6; the average age for an adult is 66. Emily was diagnosed a few months shy of her 10th birthday.

I kindly ask that you consider joining me and supporting this important cause with your tax deductible gift. You can make an online donation by visiting www.EmilysRainbowFund.org; powered by active.com, a safe and secure website. Alternatively, you may make a check payable to Emily's Rainbow Fund and mail your contribution to me at [INSERT YOUR ADDRESS] for processing.

Thank you for your consideration. I appreciate your kindness.

With gratitude,

[INSERT YOUR NAME]