



Date

Dear [Insert Name]:

I wanted to let you know that this spring I will be participating in the 6th Annual Hope & Heroes Walk on Sunday, May 17th, 2015 at Pier 84. My fundraising goal for this exciting event is \$[insert amount]. In order to achieve it, I need your help!

[Use this space to share your personal story and and/or to tell people why you are involved with Hope & Heroes and the Hope & Heroes Walk].

To help support Hope & Heroes and to provide hope for the children with cancer and blood disorders, I would like to ask for your support by either joining me at the Walk or supporting my efforts by sending in your tax-deductible donation today. It's easy. You can support me online by visiting [insert personal page link] and contribute to my page or you can mail a check (payable to Hope & Heroes) directly to me. If you would like to walk with me, visit www.HopeAndHeroesWalk.org and register.

Hope & Heroes exclusively supports the patients, programs and research at the Division of Pediatric Hematology, Oncology & Stem Cell Transplantation at Columbia University Medical Center. The Division, located at NewYork-Presbyterian Morgan Stanley Children's Hospital in upper Manhattan, is one of the largest and comprehensive centers for children with cancer and blood disorders in the country. For more information, visit www.HopeandHeroes.org.

Fighting pediatric cancer and blood disorders for my family is personal. Please go online to my personal fundraising page at [insert address] or see the form below about how you can join the team and help us with this battle.

Thanks so much and I look forward to hearing from you soon!

Yours truly,

Insert Name

-----**Include in Return Envelope**-----

Yes! I want to support your efforts by: _____ joining you at the Walk _____ making a donation

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Please mail your tax-deductible donation payable to Hope & Heroes.