



Date

Dear [Insert Name]:

I wanted to let you know that this spring I will be participating in the : th Annual Hope & Heroes Walk on Sunday, May 43uy 2019 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](http://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](http://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.**