

(example)

\$1 MAKES A DIFFERENCE

Dear _____:

Thank you for providing me with your e-mail address last Wednesday so that I could contact you again. I wanted to run a fundraising idea by you, as I know you have done something similar recently for _____ and I know that the customers seemed very supportive of purchasing the paper cutouts for _____.

I frequent your store each weekday, sometimes with my son, Shaan, accompanying me. Shaan seems to be pretty popular with some of the other customers! He has a rare condition of the brain's cerebellum called Joubert Syndrome. His brain is missing the vermis which controls balance and coordination. As a result, he cannot walk or talk and has feeding issues. He also has a rare retinal disease called Leber's Congenital Amaurosis, rendering him visually impaired. There are many, many other children in this country with rare diseases, which when looked at collectively, are quite common.

An organization that I have been collaborating with on behalf of the Joubert Syndrome and Related Disorders Foundation (JSRDF) is the Children's Rare Disease Network (CRDN). The CRDN's goal is to bring together the children's rare disease communities in order to promote research and to improve the quality of life of the affected children and their families. In acknowledgment of World Rare Disease Day on February 28, the CRDN is coordinating the Global Genes Project (www.globalgenesproject.org), to help organizations raise money and awareness for children's rare disease. Organizations representing numerous children's rare disease groups will be coordinating jeans-themed parties to raise money for their respective causes. As part of the campaign and to further raise funds for the participating organizations, the CRDN has designed an awareness ribbon cut-out, fashioned in a pair of jeans. We are calling these, \$1 Makes a Difference cut-outs.

We would be thrilled if your organization would be interested in participating to help our cause. We would ask your store to sell the paper jeans cut-outs for \$1 for a limited time to your customers. In the Evansville area, the money raised from this effort would go to my son's cause, the Joubert Syndrome and Related Disorders Foundation (a 501(c)(3) charitable organization www.jsrdf.org), but would still be recognized by the larger national effort.

Thank you so much for considering this request!

Sincerely,

