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Donation Letter

Date:

15th November 2012

Full name and Company of Recipient :

Customer Address Line 1
Customer Address Line 2
Customer Address Line 3
Customer Address Line 4

Dear [Customer Name]:

Will You Join Me In Protecting Our Community?

I am sending this to you as a fellow member of the Pinewood Acres community. Like me, I'm sure that you value living in such a quiet and peaceful neighborhood.

You know, sometimes in order to keep one's community "quiet and peaceful" one has to take action. That's what this letter is all about - taking action - community action.

By now, via media reports and word of mouth you must be aware of the significant increase in house break-ins in this neighborhood over the past couple of years. In fact, the break-in rate has more than doubled over the past two years. According to the police this is just a sign of the times as the economic downturn continues and local businesses and factories continue to close their doors for good.

As you may know, a local Community Action Committee has been meeting over the past two months to try to find ways to reduce the break-in rate in Pinewood Acres. Last week they released their recommendations on how best to combat that problem.

Their primary recommendation calls for increased police and security patrols to supplement the local Neighborhood Watch program. They estimate that the extra cost to double nighttime (after dark) security patrols by Secure Inc. will be in the range of \$15,000 to \$20,000 per year. Unfortunately, this amount is not included in this year's municipal budget allocation and there are no additional funds available.

Therefore, as a concerned member of this community I have decided that my business will take the lead in assisting with this year's security control budget. Accordingly, Branscombe's Hardare will donate \$1 for every \$2 raised in the community to cover the additional security costs.

I urge you to join me today in supporting this worthy cause for our common good. To make your donation today you can drop in to either one of our two stores and deposit your donation in the boxes provided near the front cashes. If you can't make it to the store, please send a check or money order, made out to "CAC Security Patrol" and mail it to the address listed above.

Together, we can make sure that Pinewood Acres remains "a better place to live".

Yours in community spirit,

Jana Svihlova
Executive Director