

This is a sample letter to prospective donors written by one of FESCO's most successful Shuffle walkers who enters the Pet Posse category every year. Tailor this letter to your own situation, send it to all your friends and acquaintances, and you'll be "Lucky", too!

## ***"Home is where Hope is"***

*Greetings to our Caring and Generous Friends:*

*April, 2005*

*"Lucky" and I are delighted to share the wonderful recognition we have received this past year from local newspapers for our support of the Family Emergency Shelter Coalition (FESCO). The success of our story that allows us to continue supporting FESCO and its programs, is due to your generous and caring support, which has permitted us to achieve such a high standard in the FESCO Shuffle fund-raising event. This year, once again, we'll participate in the 8<sup>th</sup> Annual FESCO Shuffle event which will take place on Saturday, May 7, 2005, at 9:00 a.m. "Lucky" and I will walk 3 miles around the sparkling San Leandro Marina and hope to preserve our **First Place** record under the 'Pet Posse' category for raising the most funds.*

*For 17 years, FESCO has kept low-income and homeless families with children together by providing shelter and structured services designed to promote dignity, independence and self-reliance. Currently, FESCO has four facilities: the 'Les Marquis House', which is the emergency shelter housing 8-10 families at a time for up to 60 days; the Transitional Housing which is a four-unit property next door to the Shelter; the 'Carriage House' which offers counseling and aftercare services; and, new in 2002, an 8-unit Transitional Co-Housing facility - 'The Banyan House', where residents can stay up to 10 months in private rooms, while participating in shared cooking, life skills training, and the healing component of community living. FESCO is a place where family lives are restored, strengthened, and reintegrated into the community, a place where we have the opportunity to help support families in need.*

*Due to the current critical fiscal crunch (now more than ever!), FESCO's survival depends on **strong** community support. The Shelter Shuffle is FESCO's major community fund-raising event. Each year, the money raised helps provide emergency shelter services to 100 + homeless families with children in our community, amounting to 8,700 bed nights and 19,000 meals. Nearly 5,000 family members have been assisted since FESCO's inception.*

*100% of your tax-deductible donation to FESCO is responsible for providing secure stabilizing shelter and nutritious meals.*

*\$200.00 provides one week of shelter and meals for a parent and child*

*\$100.00 provides 3 days of shelter and meals for parent and child*

*\$ 75.00 provides 2 days of shelter and meals for parent and child.*

*\$ 50.00 provides 3 days of shelter and meals for a child.*

*\$ 25.00 provides 1 week of meals for a child.*

*Please open your heart to the FESCO families and thank you for your generous support to the 2004 FESCO Shuffle.*