Insert Date

Addressee Name
Company Name
Street Address
City, State Zip

Dear Ms. Smith,

Did you know that in Genovia:

- Only 33% of kids get to see the inside of a high school classroom?
- 56% of kids will die from starvation or easily-curable diseases before they see adulthood?
- 98% of the population is illiterate?

When I'm asked why we should care about what happens in Genovia, I think about Sophie. When Sophie first came to our school, she couldn't read. As the eldest sister, she was in charge of caring for her siblings while her parents went out and worked. Her future looked bleak: without an education, she was destined to live a life on the streets.

Because of our mobile school for Genovian children, we were able to provide comprehensive care for Sophie's whole family. Sophie went to school, while her younger siblings were also cared for. Sophie is in medical school now. Her goal? To become a doctor, and come back to work with Genovian children to provide much-needed health care. Investing in Sophie's life, was like investing in all the children of Genovia.

This year, we have the ambitious goal of opening more Mobile Classrooms. Won't you consider helping us give the children of Genovia a brighter future? After all, your small investment can last for generations.