

## Personal Letter

**Purpose:** To raise money for the Walk

**Who sends this:** Individual Walkers

**Who do you send this to:** Your friends and family

**When is this letter sent out:** Immediately after internal Kick-off Luncheon

Dear Family and Friends,

It's that time of year again! All of us at (YOUR COMPANY NAME) are getting ready for the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. With your support, we hope that children with diabetes will soon be able to enjoy happy, active, normal lives.

Children with juvenile (type 1) diabetes are insulin-dependent for life: they will not outgrow juvenile diabetes. Children with juvenile diabetes and their families are in a constant struggle to manage blood-sugar levels with six or more daily finger pricks to test blood, at least two shots of insulin a day, and careful monitoring of exercise and food intake. This is not a cure—it only allows a child to stay alive!

In addition to a drastic reduction in quality of life and an average life span shortened by 7-10 years, diabetes carries the life-long threat of other devastating complications such as kidney failure, blindness, amputation, heart attack, and stroke. Thanks to the continuous generosity of family and friends like you, a cure is closer than ever.

Now there are two ways you can help us make a difference for everyone living with diabetes:

- You can join the (COMPANY NAME) Walk team, now known as (TEAM NAME), which consists of employees, and their family & friends who collect pledges and walk with us.
- Or, you can send a tax-deductible contribution of any amount, made payable to JDRF or the Juvenile Diabetes Research Foundation.

Last year, our team raised \$(AMOUNT). We plan to exceed that total this year with your help. In a typical year, more than 85% of JDRF's expenses support research and education about research, earning an A rating for efficiency from the American Institute of Philanthropy. I hope we can count on you. Thank you so much in advance for your generosity. And if we can help you or your family prepare for the Walk in any way, please let us know.

With sincere thanks,

(NAME)