

Date

Full Name

Second Line

Address

City, State Zip

Dear Salutation,

For many years Flower City Habitat has kept up the pace of home building, with 10 or more houses a year.

**But, not this year. In fact, we've had to shut down two sites until additional funding is received.**

The days when major corporations and banks, such as Kodak, Chase, Citigroup, Maxwell House, Fleet, Target, and Home Depot, would sponsor houses are long gone. Instead, we must rely more and more on churches, small businesses, and *you*.

World Habitat Day, October 3rd, will be the start of a major effort to raise money to jump start house building and we are asking you to once again give generously to our great cause. As Habitat for Humanity's founder Millard Fuller would tell us, "ask **BOLDLY**". So as a loyal and generous supporter, we're asking you to not only renew your annual gift of \$USER DEFINED but increase it. We need to jump start building again and we need your increased support to do it.

Please don't wait to respond to this letter. Please don't add this solicitation to the pile that will begin to arrive this fall. We have families that are waiting to move their children into a decent affordable house now. These families have upheld their end of the deal by completing the required 450 hours of sweat equity required to earn their home. Now we need your help to uphold our end of the bargain and finish what we started.

Sincerely,

Arthur Woodward, President