



*Imagine a Rochester where all children live in healthy, stable homes
in neighborhoods where a front porch still means community.*

YOU can help make that happen.



(TITLE) (FIRST_NAME) (LAST_NAME)
(OPT_LINE)
(ADDRESS)
CITY, STATE ZIP

Dear (SALUTATION),

My parents are part of the 30% of the city of Rochester who live in poverty. We lived in a tiny two-bedroom apartment that was frequently burglarized. The water stained walls of our lower-level home grew mold, making my brother's asthma worse and our living/dining/play room smelly and damp. The nights in our complex were loud and our shared bedroom was cold; the windows never quite closed all the way.

We did our best as a family, and when my parents had enough of the trouble and conditions at one apartment, we moved to another. It was the same every time; small, unhealthy places with absentee landlords that took the majority of my parents' income as rent.

When I was 12, we began a journey working alongside volunteers and homeowners on 450 hours of sweat equity with Habitat for Humanity. I saw my father on the construction site every Saturday and my mother worked her share of hours before her night job. My brother and I read books and wrote reports adding our own hours into the mix through Habitat's Building with Books program. We worked as a family raising the roof on our new home.

What is amazing is that you and Habitat helped my family earn SO MUCH MORE than just a stable home: we had our own room, a good night sleep, clean air to breathe, and quiet places to study. Without these changes it would have been hard for me to succeed, I am proud to say I am one of the 97% of Habitat children who graduate from high school and I plan to attend MCC next fall. You have helped me, and other Habitat children, begin to move out of poverty and into the middle class.

Last year you gave \$(TOTAL_GIVING_2011) so that Habitat was able to help families like mine fulfill their potential. They need your renewed gift to continue offering others a hand-up not a hand-out. **Please consider increasing your gift this year so FCHH can build more houses with more families - all that is holding them back is your help!**

Sincerely,

Serena Morgen*

*Standard housing in Rochester is an issue holding us back from being a stronger, more unified city. Serena's story is pulled from several Flower City Habitat family biographies and demonstrates the potential of low-income children in our city (American Community Survey reports 53.9% of children in our city live in poverty making Rochester 1st in New York for childhood poverty).

