

# Top 10 #donorlove design rules & considerations

@johnlepp • AFP Southern Colorado • 09/27/19



**Nerd alert!**

1,500,000

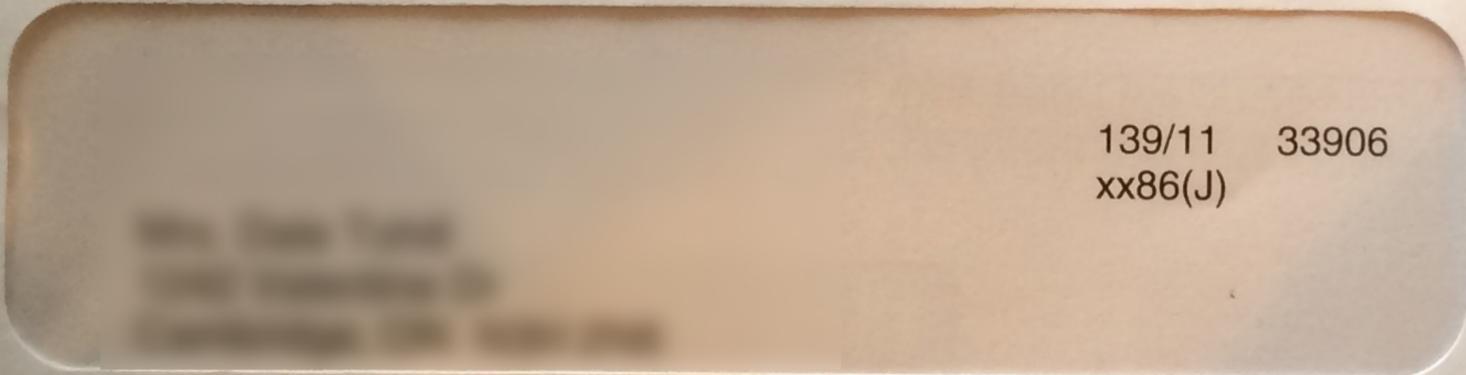
Your competition.



# Street Health

Together We Can Make It Work  
338 Dundas Street East, Toronto, Ontario M5A 2A1

CANADA		POSTES
POST		CANADA
Postage paid		Port payé
Addressed Admail		Médiaposte avec adresse
1682129		



139/11 33906  
xx86(J)



**Street Health: Helping Toronto's Homeless  
Community for over 25 years.**

Design is everywhere.

But I am going to focus on print since  
that's still the sweet spot for Dale.

“Design”  
isn't how something  
looks.

“Design” is focusing  
on how the damn thing

works.

- to be *seen*
- to be *understood*
- to be *acted* upon
- to get *results*

## Rule/Consideration 1

Your branding  
and logo really aren't  
that important...

*Your brand is how  
your donors **experience** you.*



*All*

*branding/marketing/communications*

*is fundraising.*

# *Your donor*

Doesn't know or care **what your font is**

Doesn't know or care **what PMS colors your logo uses**

Doesn't know or care **it's your 10th Anniversary**

Doesn't know or care **about your awareness campaign**

Doesn't know or care **when they are scheduled to get your email**

Doesn't know or care **about all the amazing stuff you do**

Doesn't know or care **about your brand story**

Doesn't know or care **what your mission statement is**

# *Your donor*

Wants to know **how you used their gift**

Wants to know **what problem can they help solve today**

Wants to know **what the problem is**

Wants to feel **important**

Wants to feel **needed**

Wants to be **appreciated**

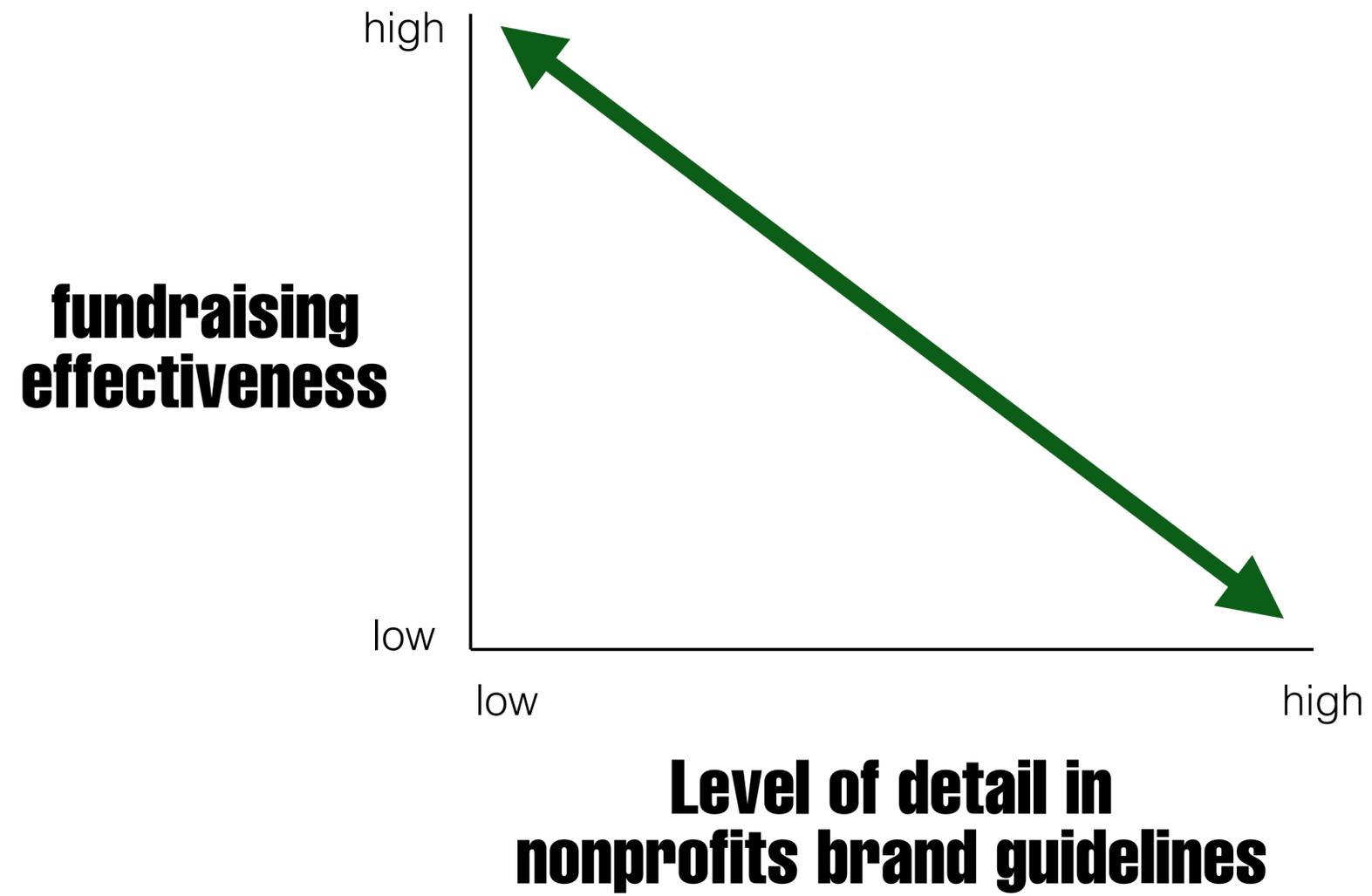
Wants to be **remembered**

Wants to make **things better**

**Wants to WIN!**

*I don't hate branding.  
And I'm not  
against marketing...*

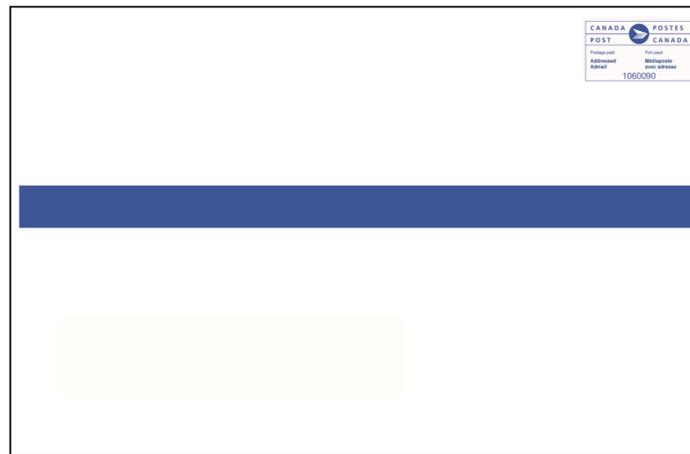
Honest.



How does your brand fit into fundraising?

## Rule/Consideration 2

# The envelope matters





Non-Profit  
Organization  
U.S. Postage  
PAID  
Portland, OR  
Permit No. 1118



Saving lives every day...  
Mr. John and Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

Mr. John and Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

Mr. John and Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

Canada's marine life  
Dale and John Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

CAMBRIDGE HOSPITAL Foundation  
700 Corporation Blvd  
Cambridge, ON N1A 3G2  
www.cmhfoundation.ca  
**Your 'Keeping in Touch' newsletter is enclosed**  
Mr. John and Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

One of the last of her kind?  
Help save her.  
...so she can save humanity  
before it is too late for your children!  
Dale Tobill  
1242 Valentine Drive  
Cambridge, ON N3H 2N8

ecojustice  
victories report  
Dale and John Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

CELEBRATE  
Your reunion year  
Dale and John Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

Société Alzheimer Society  
Mr. & Mrs. John & Dale Tobill  
1242 Valentine Dr  
Cambridge, ON N3H 2N8  
Stopping Alzheimer's - Together.  
Enrayons l'Alzheimer - Unis.

The Arthritis Society  
Every dollar you donate can be doubled.  
Mr. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
URGENT!  
Offer extended to July 17, 2017.

Andrea Horwath  
NDP  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
Seeing a doctor doesn't mean much  
when you can't afford the prescription.

Canadian Red Cross  
Please Reply By  
September 18, 2017  
EXTENDED: Matching Gift Opportunity that  
could multiply the impact of your support!  
Dale,  
it has been  
several weeks.

Canadian Diabetes Association  
DIABETES CANADA  
J Tobill  
1242 Valentine Dr  
Cambridge, ON N3H 2N8  
2X TWICE THE IMPACT.

ACME CAPE  
Association Canadienne des Médecins pour l'Environnement  
Canadian Association of Physicians for the Environment  
Office 405, 215 Spadina Ave., Toronto, ON M5T 2C7  
Canada is in desperate need  
of people like you...  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
Urgent petition enclosed!

Looking different means...  
LIVING IN FEAR.  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

FOOD COUPONS enclosed  
Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

1800  
Mrs. Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

BROADBENT INSTITUTE  
Station B-Gerrardale B  
PO Box/CP 1271  
Ottawa, ON K1P 5K3  
Stand ON Guard  
Mr. & Mrs. John & Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

A boy like this may not live  
to see his second birthday.  
Help the Flying Doctors of Amref perform  
a surgery that will save his life.  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

You can change what  
it means to have ALS.  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
2X YOUR GIFT TODAY WILL BE DOUBLED!

GREENPEACE  
SEE WHAT YOUR SUPPORT CAN  
ACCOMPLISH GLOBALLY!  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
YOUR WORLD MAP  
IS ENCLOSED

SPECIAL LETTER DELIVERY  
TO THE ATTENTION OF:  
Dale Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8  
IMMEDIATE ACTION REQUESTED

ecojustice  
You can  
help Ecojustice's work  
across Canada.  
Dale and John Tobill  
1242 Valentine Dr  
Cambridge ON N3H 2N8

AMNESTY INTERNATIONAL  
Thank you for your donation!  
Your tax receipt is enclosed.  
Dale Tobill  
1242 Valentine Dr  
Cambridge, ON N3H 2N8

# Envelope Checklist

1. Odd sizes
2. Stock
3. Tagline
4. Images
5. Mystery
6. Strange
7. Nostalgia
8. Human touch
9. Urgency
10. Brand
11. Shock
12. Sensory
13. Intrigue
14. From
15. Postage

# Taglines



Non-Profit  
Organization  
U.S. Postage  
PAID  
Portland, OR  
Permit No. 1118



Have you met **Lincoln**?  
(You really should...)

Mrs. A. B. Sample  
123 Any Street  
Anytown  
Anyshire  
AB1 2BC

**GREENPEACE**

Produced on one sheet to  
save paper and costs.



**IGNORING THIS  
LETTER COULD  
SERIOUSLY  
IMPROVE YOUR  
ENVIRONMENT!**

(though frankly it contains some really important stuff  
about you and Greenpeace which you should read by 7 July. Thank you.)



YOU GIVE  
US LOTS  
OF HEART!

FOLLOW ME AND I'LL  
SHOW YOU HOW!

John Sample  
123 Anystreet Blvd  
Yourcity Town, ON  
L0L 0L0





# NEWS AND UPDATES ON YOUR GIFTS IN ACTION!





Jane Sample  
123 Lovestreet Blvd  
Apt 909  
Kokomo, Indiana  
54321

## Rule/Consideration 3

# What makes a fundraising letter successful?

Dear John,

Today was a day I'll never forget.

Want to know why?

It's a long story but I'll try to make it s short story. And it's one you've never heard before, I can assure you. It started off bright and sunny with me looking out the airplane window when something caught my eye off in the distance. Was

What's the single most important element of a GREAT fundraising letter?

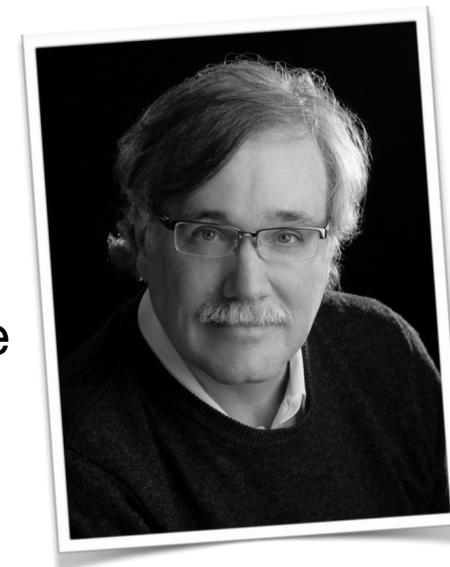
What's the single most  
important element of a  
**STORY!!!**  
GREAT fundraising letter?

**Your letter/story/offer/ask  
must contain the**

**PROBLEM  
SOLUTION  
ACTION**



**Jeff Brooks**  
2017 - Storytelling Conference

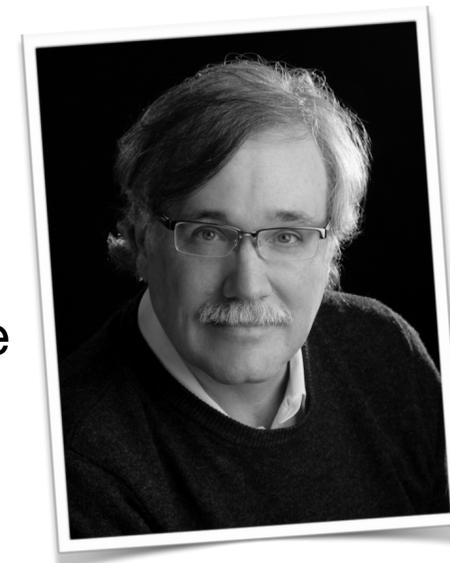


Your letter/story/offer/ask  
must contain the

PROBLEM  
**URGENCY!!!!!!**  
SOLUTION  
ACTION



Jeff Brooks  
2017 - Storytelling Conference





Date

<Addressee>  
<Address>  
<City> <PR> <POSTAL>

*Sometimes, it's not the song that makes you emotional, it's the people and things that come to your mind when you hear it. -Unknown*

Dear <Salutation>,

Can you relate to this inspiring quote?

I certainly do! I think music is an important part of our lives, from the moment we hear our first lullaby. It's about sharing happiness, sorrow, and memories—it's something we are all touched by, and has the power to heal us.  
  
Here at St. Patrick's Home, we see first-hand just how much our music therapy program enriches the lives of our residents. The ladies and gentlemen in our home absolutely love music. It fills our home—and hearts—with joy.

And I hope it warms your heart to know that your gifts to St. Pat's made it possible for us to start this vital and vibrant program. Thank you for your kind support!

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2865 Riverside Drive, Ottawa, Ontario K1V 8N5 www.stpats.ca  
Charitable Registration #88897 0399 RR0001

*Please turn over ...*

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I also sat in on a choir practice, and I joined the singing, tapping our feet, clapping our hands and even slapping our knees! I chatted with a few of our residents, Patricia who is a devoted and proud choir member because it reminds her of when she would sing to her children. She loves it so much she never misses a practice.

Along with you can hear a few more voices on the enclosed note. And you can see Elsa's music therapy wish list! As you read, I hope you can see just how profoundly important and joyful our music therapy program is. And I hope it inspires you to give today!

You'll find enclosed a reply form you can use to choose your gift. And I would love if you would add your voice to our chorus and share a song that makes you feel emotional or brings back a memory you cherish. I promise we'll try our best to share your favourite melodies with our residents in the music room!

Thank you for your continued support of St. Pat's!



Yours truly,

Ruth Catana, Executive Director

**P.S. Together, we urgently need to raise \$20,000 to fund our Music Wish List and expand our delightful and critical music therapy program. Please, give today! And add your voice to our chorus!**





Date

<Addressee>  
<Address>  
<City> <PR> <POSTAL>

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Charitable Registration #88897 0399 RR0001

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**NO STORY!**

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Did you know that music therapy stimulates and improves cognitive function? Even in later stages of Alzheimer's and dementia, residents feel calmed and soothed by music. Our residents are able to reconnect with music they enjoyed long before their memories began to decline. And it stimulates interaction with others, just like old friends sharing their love of song.

I also sat in on a choir practice and I heard the singing, tapping our feet, clapping our hands, and even our knees! I chatted with a few of our residents, and I was so proud to be a choir member because it reminds me of my own childhood. She loves it so much she never misses practice.

I'm glad you'll hear a few more voices on the enclosed note. And you'll see Elsa's music therapy wish list! As you read, I hope you can see just how profoundly important and joyful our music therapy program is. And I hope it inspires you to give today!

You'll find enclosed a reply form you can use to choose your gift. And I would love if you would add your voice to our chorus and share a song that makes you feel emotional or brings back a memory you cherish. I promise we'll try our best to share your favourite melodies with our residents in the music room!

Thank you for your continued support of St. Pat's!



Yours truly,

*Ruth Catana*

Ruth Catana, Executive Director

**P.S. Together, we urgently need to raise \$20,000 to fund our Music Wish List and expand our delightful and critical music therapy program. Please, give today! And add your voice to our chorus!**



**Your letter/story/offer/ask  
must utilize**

**VALUES &  
EMOTION**



# Join us in the canoe!

## Help create Ontario Nature's first riverine nature reserve!

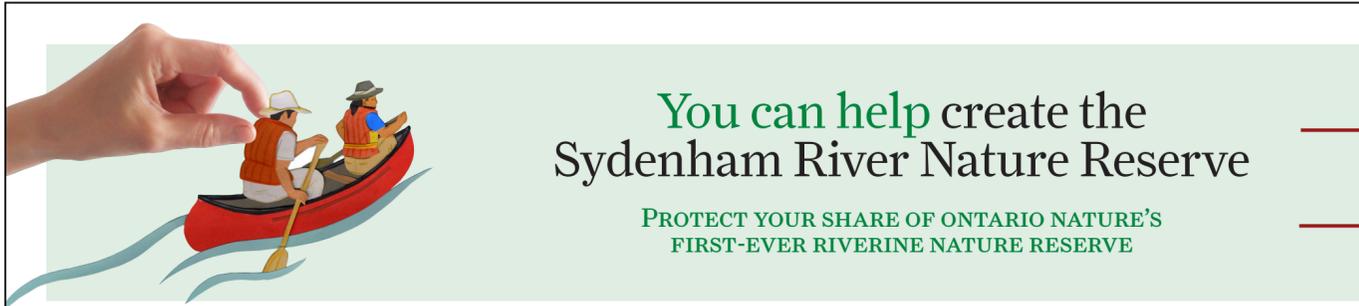
98% of precious Carolinian habitat like this is already gone forever so we must act now.

Together, we can create a nature reserve best explored by canoe, and save endangered and threatened species including

spiny softshell and cerulean warbler, and rare species of trees you won't see anywhere else in Ontario.

**Protect your share of Sydenham River Nature Reserve today!** You can use the enclosed coupon or visit [ontarionature.org/protectnow](http://ontarionature.org/protectnow).





value

emotion

accomplishment

preservation

angry/excited

Ms. Jen Love  
71 Euclid Ave.  
Waterloo, ON N2L 1Z2

Date, 2016

Dear <Jen>,

We need you to help us save a spectacular piece of land and create Ontario Nature's first riverine nature reserve!

security

angry/frustrated

The story of this Sydenham River property is one of intrigue.

Your best access is not on foot, but by canoe. You encounter strange creatures with exotic names, including an elusive turtle with an odd leathery shell, a bizarre bivalve called a snuffbox, and a fish called a brindled madtom. You see trees here you won't see anywhere else in Ontario. And, with 98% of Carolinian habitat like this gone forever, **you feel like you've entered a lost world.**

tranquility

excited/happy

You can protect your share of the Sydenham River Nature Reserve. **But please, we must act swiftly. There's an immediate threat.** Vast amounts of natural cover have already been lost in this biodiverse watershed. And there is very little protection for the riverbanks, woodlands, and meadows that remain.

change

angry/scared

Imagine you're joining me on a visit to the property to see for yourself exactly what is at stake.

unity

excited

You slip your canoe into the calm, serene Sydenham River. This is the best way to visit—by paddling into the heart of the property. Your paddle slices through the Sydenham River, one of Ontario's most biodiverse waterways. **This ribbon of water is one of the last remaining connected green corridors in southwestern Ontario.**

discovery

happy

A cerulean warbler trills and buzzes from the top of the forest canopy. You gaze up at the stunning trees like the Kentucky coffee-tree, blue ash and tulip—all only found here, in southwestern Ontario's Carolinian zone. During migration,

preservation

happy

value

emotion

the trees teem with songbirds like scarlet tanagers, indigo buntings, Blackburnian warblers and wood thrush. Half of Ontario's bird species breed or pass through here. **Intact woodland like this is extremely rare.**



protect

alarmed

The Sydenham River is home to some of the richest diversity of endangered and at-risk freshwater mussels in the world, with strange and beguiling names like wavy rayed lampmussel and round pigtoe. Most of these are globally rare, found here and **nowhere else in Canada.**



preservation

worried

The river is also **critical habitat** for at-risk turtles including northern map turtles, Blanding's turtles and the rarely-seen spiny softshell.



preservation

worried

**You can help save this spectacular and important property forever by helping us create the Sydenham River Nature Reserve.**



preservation

confident

We are collaborating with our local member groups, the Sydenham Field Naturalists and Lambton Wildlife, to acquire and maintain the Reserve. Their generosity and leadership on this project is inspiring. Together, we have already raised crucial funds from foundations, corporations and other partners, and now we're looking to members like you to protect your share.



good will

happy

**Together, we urgently need to raise the remaining \$240,000 by September 1<sup>st</sup>. Will you protect your share today?**



cooperation

jubilant

You'll find enclosed a special feature on the proposed Sydenham River reserve—I hope you enjoy reading more about it. You'll also find enclosed your reply form, where you can protect your share of our newest Nature Reserve today!

Please, join me and take action today to create our first-ever riverine nature reserve. Thank you for your vital support.



preservation

delighted



Yours for nature,

*Caroline Schultz*

Caroline Schultz, Executive Director

P.S. Protect your share of the Sydenham River Nature Reserve by making your gift to Ontario Nature today!



preservation

happy



## You can help create the Sydenham River Nature Reserve

PROTECT YOUR SHARE OF ONTARIO NATURE'S FIRST-EVER RIVERINE NATURE RESERVE

Ms. Jen Love  
71 Euclid Ave.  
Waterloo, ON N2L 1Z2

Date, 2016

Dear <Jen>,

We need you to help us save a spectacular piece of land and create Ontario Nature's first riverine nature reserve!

The story of this Sydenham River property is one of intrigue.

Your best access is not on foot, but by canoe. You encounter strange plants with exotic names, including an elusive turtle with a leathery shell and a bivalve called a snuffbox, and a fish called a... You see... you won't see anywhere else in... gone forever, **you feel like you're losing a piece of the world.**

You can protect your share of this property as a member of the Reserve. **But please, we must act swiftly. The clock is ticking.** Vast amounts of natural cover have already been lost in this biodiverse watershed. And there is very little protection for the riverbanks, woodlands, and meadows that remain.

Imagine you're joining me on a visit to the property to see for yourself exactly what is at stake.

You slip your canoe into the calm, serene Sydenham River. This is the best way to visit—by paddling into the heart of the property. Your paddle slices through the Sydenham River, one of Ontario's most biodiverse waterways. **This ribbon of water is one of the last remaining connected green corridors in southwestern Ontario.**

A cerulean warbler trills and buzzes from the top of the forest canopy. You gaze up at the stunning trees like the Kentucky coffee-tree, blue ash and tulip—all only found here, in southwestern Ontario's Carolinian zone. During migration,

*Please turn over...*



214 King Street West, Suite 612, Toronto, ON M5H 3S6  
phone: 416-444-8419 toll free: 1-800-440-2366 [ontarionature.org/protectnow](http://ontarionature.org/protectnow)

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The river is also **critical habitat** for at-risk turtles including northern map turtles, Blanding's turtles and the rarely-seen spiny softshell.

**You can help protect this important property forever by joining the Sydenham River Nature Reserve.**

Working with local member groups, the Sydenham Field Naturalists and the Wildlife Acquisition Society, we are working to acquire and maintain the Reserve. Their passion and dedication on this project is inspiring. Together, we have already raised funds from foundations, corporations and other partners, and now we are looking to members like you to protect your share.

**Together, we urgently need to raise the remaining \$240,000 by September 1<sup>st</sup>. Will you protect your share today?**

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Please, join me and take action today to create our first-ever riverine nature reserve. Thank you for your vital support.



Yours for nature,

*Caroline Schultz*

Caroline Schultz, Executive Director

P.S. Protect your share of the Sydenham River Nature Reserve by making your gift to Ontario Nature today!



**Your letter/story/offer/ask  
must make your donor**

**THE HERO**



June X, 2016

Donor Name  
And Address 1  
And Address 2  
And Address 3

Dear <Jen>,

*“Faster than a speeding bullet, more powerful than a locomotive, able to leap tall buildings in a single bound...”* It’s a Food Bank **Summer Hero!**

... it’s YOU!

The Food Bank—your Food Bank—urgently needs to raise \$40,000 this summer to feed hungry men, women and children in your neighbourhood and across Waterloo Region. That’s 120,000 meals!

Did you know that summer is a very challenging time at The Food Bank? Donations go down. Demand goes up. It’s harder for us to fill emergency hampers with good food our neighbours need. And we struggle to share quality food with the over 80 agencies who rely on us day in and day out to serve their communities.

Right now, we need Summer Heroes just like you.

**Will you please be a Summer Hero by supporting The Food Bank today with your gift of \$X?** Your gift will go to work immediately feeding hungry neighbours. And you’ll help us meet the increased demand we face all summer long.

You’ll be the hero in stories just like these!

Right now, on a farmer’s field, delicious and nutritious fruits and vegetables are growing. And many kind and generous farmers donate produce

to The Food Bank, providing desperately-needed fresh food to feed families. As you can imagine, transporting, managing, sorting and redistributing this produce requires a fleet of refrigerated trucks and incredible efficiency. As a Summer Hero, you can help rescue this fresh food and share it with hungry people!

School’s out at the end of June! While most kids celebrate their summer freedom, it can mean worry and heartache for many parents. In our region, over 150 schools provide breakfast for hungry children. When school ends in June, so do these programs—meaning more desperate parents rely on emergency food hampers. As a Summer Hero, you can help feed hungry kids!

All summer long, The Food Bank shares fresh, healthy food with community agencies that serve homeless youth, abused women and kids, new Canadians, and other neighbours who need our help. As a Summer Hero, you can help feed all our neighbours who need it!

I’ve enclosed a separate note for you, to share some stories about the need for The Food Bank throughout the summer months—as well as how your support helps. Summer Heroes like you can make more stories like these possible!

You’ll also find enclosed your special Summer Hero reply form. Please, take a moment right now and make your gift to The Food Bank. Together, we must to raise critically-needed funds to feed more hungry men, women and children in our neighbourhood and across our region.

We need Summer Heroes like you! Please, help us raise \$40,000 this summer!

Yours in sharing with our neighbours,

Wendi Campbell, Executive Director

**P.S. Will you please be a Summer Hero? Your gift is urgently needed to feed hungry men, women and children today—and meet an increased demand all summer long. Thank you!**





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You'll also find enclosed your special Summer Hero reply form. Please, take a moment right now and make your gift to The Food Bank. Together, we must raise critically-needed funds to feed more hungry men, women and children in our neighbourhood and across our region.

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Yours in sharing with our neighbours,

Wendi Campbell, Executive Director

**P.S. Will you please be a Summer Hero? Your gift is urgently needed to feed hungry men, women and children today—and meet an increased demand all summer long. Thank you!**



**Your letter/story/offer/ask  
must**

**FEEL PERSONAL**

Your letter/story/offer/ask  
must

FEEL PERSONAL

**STORY!**

Meet Aary!



Mrs. Caring Donor  
123 Generous St.  
Lovely, ON X0X 0X0

Date, 2018

Dear Caring,

**“Look, Mom! It’s the blood truck!”**

That’s what my 12-year-old son Aary says every time he sees a Canadian Blood Services truck. And then he says, “I bet they’re bringing blood to the hospital to help kids like me!”

Today, my son is alive because of Canadian Blood Services. **He is alive today because of kind and caring financial donors like you.** Blood products from Canadian Blood Services have saved his life over and over again.

When Aary was 10, he got sick. His gums kept bleeding, and he had a rash. We knew something wasn’t right, so we called our dentist, and they told us to rush him to the emergency room. When we did, they ran some tests and immediately gave him a blood transfusion.

My husband and I didn’t know what was happening. It felt like a blur. I remember asking one of the nurses why the blood Aary was getting was yellow— isn’t blood supposed to be red? She explained that the yellow bags were filled with plasma and platelets, because Aary’s body wasn’t producing any of these on his own. He had no immunity, and desperately needed the transfusion while the medical team figured out the cause.

That was our first experience with blood products from Canadian Blood Services. But it was far from our last.

Canadian Blood Services | 1800 Alta Vista Drive, Ottawa, ON K1G 4J5 | 1-888-236-6283 | [give.blood.ca/donate](https://www.give.blood.ca/donate)

Charitable No. 87015 7641 RR0001

Aary was diagnosed with aplastic anemia that weekend in the hospital. Basically, his bone marrow wasn’t working properly, and wasn’t able to produce the blood cells he needed. We learned it’s very rare, with no standard treatment protocols. He’d need to try chemotherapy, or find a stem cell match—which turned out to be highly unlikely, due to his mixed ethnicity.

Today, almost three years later, Aary is in “remission”. He has what is called a “partial response” to the drug therapy. He’s still not 100% back to being himself, or to doing what other 12-year-olds do, but I’m so incredibly grateful to Canadian Blood Services—and to you—for giving him a fighting chance.

**Aary needed almost 100 life-saving blood transfusions.** That’s equivalent to nearly 4,000 individual donations. And he’ll likely need many more in the years to come. Without you supporting the work that Canadian Blood Services does to make sure those blood products are available, Aary would not have been given the chance to survive. I will forever be grateful to you for that.

When Aary was in the hospital, he needed so much blood product that I was worried they would run out. It was so scary. The medical team explained how Canadian Blood Services trucks are always ready for emergencies, and on the road all the time to drop off the next shipment.

That’s why Aary gets excited when he sees a Canadian Blood Services truck out on the road. Our whole family does! **And that’s why I’m asking you to open your heart and consider making a gift to Canadian Blood Services today.**

When you send in your gift, you’re bringing hope to families like ours, through all of the amazing, lifesaving programs that Canadian Blood Services provides, including blood and stem cell donor recruitment, and ground-breaking research and innovation.

Aary’s journey continues to be challenging. I know he’d love to be able to be back out playing baseball this spring, but instead we’ll watch as many Blue Jays games as we can. Sharing our story isn’t easy. But it’s important. Together, we can help make sure blood products continue to be there when kids like Aary need them.

Thank you so much for your kind and compassionate support.

Jenny Dinh,  
Aary’s Mom



Meet Aary!



Mrs. Caring Donor  
123 Generous St.  
Lovely, ON X0X 0X0

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Jenny Dinh,  
Aary’s Mom



You'll also find enclosed a special reply form you can use to make your gift today. Your gift will support urgent, promising research and also provide care and support to our families.

**Thank you for your continued and compassionate support of the HD community.**



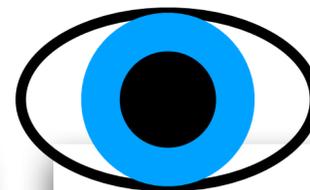
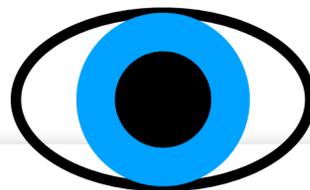
Yours with hope and gratitude,

A handwritten signature in blue ink that reads "Robin Markowitz". The signature is written in a cursive, flowing style.

Robin Markowitz, CEO

**P.S. Together, we can reach the next dimension in scientific breakthroughs and hope for HD families! Please send in your special gift today to fund our support services and new research avenues. Thank you!**





Date 2019

<Addressee> **ENG MAIN**  
<Address>  
<City> <PR> <POSTAL>

Dear <Salutation>,

What's not to love about our beloved Canada Jay?

Personally, I love that you can find it in every province and territory in our beautiful country. These birds are year-round residents, nesting as early as February—when there are snowstorms and temperatures as low as -30C!

What's more, the Canada Jay is a prime indicator of environmental health across most of the country, especially in boreal and mountain ecozones. The jay helps tell the story of how climate change is impacting our environment. As you may have experienced first-hand, our Canada Jay is also friendly, curious, and bold with humans. I'm writing to you today with that same spirit.

**First, thank you for being a vital friend to Canada's wild birds!** Your support is fantastic. Second, I am curious about what your hopes and goals for birds are in 2019. And finally, I'm boldly asking you to renew your 2019 membership today!

**<Jen>, will you please renew your membership with your gift of \$X today?** Your gift will go to work everywhere you'll find our Canada Jay, and beyond—in your province and right across Canada. You'll fund vital on-the-ground conservation and bird monitoring projects, ensuring that together, we can help keep our common birds common.

You have the most impact saving Canada's wild birds by renewing your membership early in the year. Your renewal today allows us to set priorities and plan effectively to ensure we are accomplishing the most

Please turn over...



P.O. BOX 160, PORT ROWAN, ONTARIO NOE 1M0  
PHONE: 1-888-448-2473 [birdscanada.org](http://birdscanada.org)

urgent conservation goals in the year ahead. Your active membership also means you are invited to participate in all your favourite Citizen Science projects, like Project FeederWatch and the national Loon Survey—both still going strong after 30+ years, thanks to your continued membership support!

**Your membership gift will be put into action right now!**

You'll find enclosed a special update from Dr. Silke Nebel, our new Vice-President of Conservation and Science, where you can read about our proudest accomplishments from 2018 and also our urgent priorities for 2019.

Personally, I'm very keen to move our work in the boreal forest forward as soon as possible. With your support, we can help create new protected areas to secure natural habitats for birds and other wildlife in the boreal forest region, representing about half of Canada's land area, from BC and Yukon to Newfoundland and Labrador. And we're also excited to ramp up efforts to help boreal birds when they visit southern Canada, ensuring they have safe havens and quality habitat during migration and over the winter. **Read more on the enclosed!**

You'll also find enclosed your exclusive 2019 decal—featuring our Canada Jay! A local artist and friend of Bird Studies Canada created this one-of-a-kind decal just for members like you! With your decal, you can wear your love for Canada's birds proudly on your car, bike helmet, birding notebook or anywhere you'd like!

**Please, use the enclosed reply form to share your dreams for birds in 2019, and to make your membership renewal gift today. Thank you!**

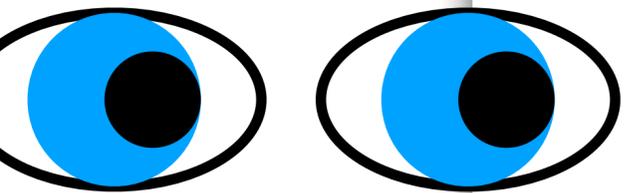


Yours, for Canada's wild birds,

*Steven*  
Steven Price, President

**P.S. Please renew your Bird Studies Canada membership and take action to protect our wild birds today and all year long!**

This letter is printed on 100% post-consumer recycled paper.



<Addressee> **ENG MAIN**  
<Address>  
<City> <PR> <POSTAL>

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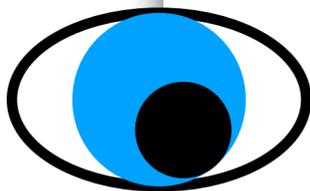
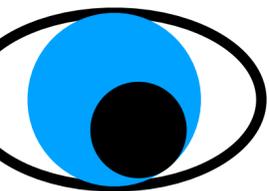


Yours, for Canada's wild birds,

Steven Price, President

**P.S. Please renew your Bird Studies Canada membership and take action to protect our wild birds today and all year long!**

This letter is printed on 100% post-consumer recycled paper.



<Addressee> **ENG MAIN**  
 <Address>  
 <City> <PR> <POSTAL>



Date 2019

Dear <Salutation>,

What's not to love about our beloved Canada Jay?

Personally, I love that you can find it in every province and territory in our beautiful country. These birds are year-round residents, nesting as early as February—when there are snowstorms and temperatures as low as -30C!

What's more, the Canada Jay is a prime indicator of environmental health across most of the country, especially in boreal and mountain ecozones. The Jay helps tell the story of how climate change is impacting our environment. As you may have experienced first-hand, our Canada Jay is also friendly, curious, and bold with humans. I'm writing to you today with that same spirit.

**First, thank you for being a vital friend to Canada's wild birds!** Your support is fantastic. Second, I am curious about what your hopes and goals for birds are in 2019. And finally, I'm boldly asking you to renew your 2019 membership today!

**<Jen>, will you please renew your membership with your gift of \$X today?** Your gift will go to work everywhere you'll find our Canada Jay, and beyond—in your province and right across Canada. You'll fund vital on-the-ground conservation and bird monitoring projects, ensuring that together, we can help keep our common birds common.

You have the most impact saving Canada's wild birds by renewing your membership early in the year. Your renewal today allows us to set priorities and plan effectively to ensure we are accomplishing the most

Please turn over...



P.O. BOX 160, PORT ROWAN, ONTARIO NOE 1M0  
 PHONE: 1-888-448-2473 [birdscanada.org](http://birdscanada.org)

urgent conservation goals in the year ahead. Your active membership also means you are invited to participate in all your favourite Citizen Science projects, like Project FeederWatch and the national Loon Survey—both still going strong after 30+ years, thanks to your continued membership support!

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Personally, I'm very keen to move our work in the boreal forest forward as soon as possible. With your support, we can help create new protected areas to secure natural habitats for birds and other wildlife in the boreal forest region, representing about half of Canada's land area, from BC and Yukon to Newfoundland and Labrador. And we're also excited to ramp up efforts to help boreal birds when they visit southern Canada, ensuring they have safe havens and quality habitat during migration and over the winter. **Read more on the enclosed!**

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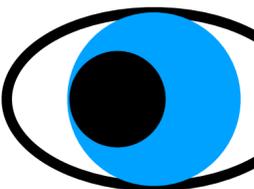
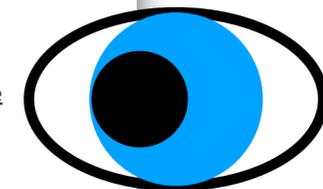


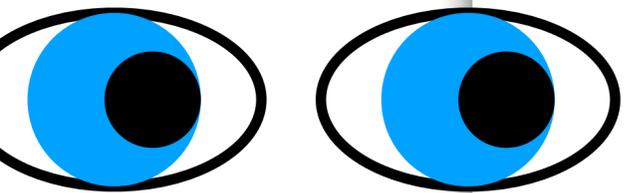
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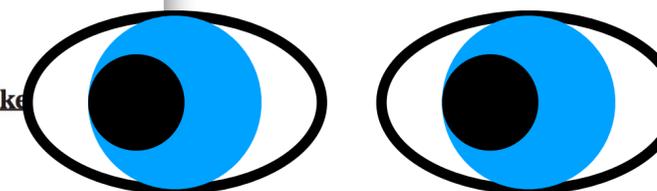
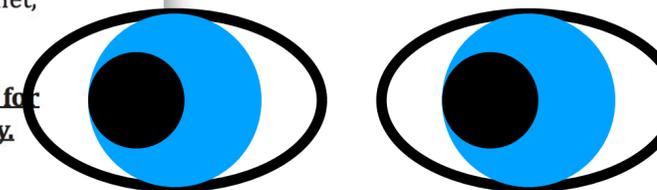
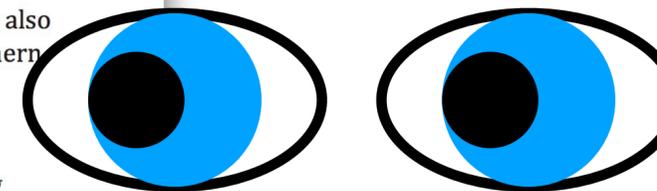
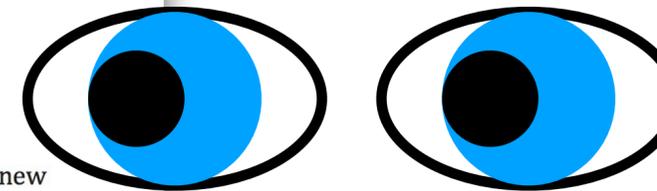
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**“Service is a way to live our values of Love, Honor and Truth. Every act of service and gift, no matter how large or small, matters. Everyone can do something.”**

– Zach, Sigma Nu Commander, Duquesne University, Class of 2019

Date, 2017

Mr. Esteemed Alumnus  
1234 Anystreet  
Anytown, USA 12345

Dear <Ben>,

This past April, Sigma Nu brothers across America have been involved in our Founders’ Month of Service. We call on each other to employ our services, talents and time to benefit local charities in each of our communities.

I’m delighted to tell you that this year, our brothers have gone above and beyond once again, and our achievements are tremendous. Together, we raised \$1,037,421, and our brothers volunteered 188,118 hours!

I hope you share our sense of pride and gratitude for the actions and gifts of our Sigma Nu brothers. I also hope this commitment inspires you as well! I’d like to echo Zach’s point: **Everyone can do something.**

**What will you do?**

You can help us build on the energy and momentum of our Founders’ Month of Service! We’ve set an ambitious goal to raise \$50,000 from our donors, alumni and caring people like you who support the Sigma Nu Educational Foundation.

\* Will you consider making a gift of <\$X> today?

By making a gift, you’ll be standing with us following our Founders’ Month of Service and helping pay tribute to our founders. I’d like to tell you a

In 1868, Greenfield Quarles, James McIlvaine Riley and James Frank Hopkins came together to stand in opposition to hazing at the Virginia Military Institute and to create an organization dedicated to upholding the Honor principle.

\* And that’s how the Legion of Honor was born.

Since our earliest days, service and philanthropy have been core principles of Sigma Nu. Greenfield Quarles believed in this so passionately that much of his life was spent in service to his community. And today, brothers like Zach continue that proud tradition by devoting their passion and their attention to acts of service.

Zach and his brothers have raised crucial funds for the American Gold Star Mothers—a service organization dedicated to honoring the sons and daughters lost in service to our country. In addition, they completed over 500 hours of service, volunteering at soup kitchens, spring clean-ups and as mentors.

**Everyone can do something. What will you do?**

I hope you’ll consider making a special gift today to honor brothers like Zach, who made such an impact in their communities during our Founders’ Month of Service. Your gift also allows you to take action to honor the Founders of The Legion of Honor.

Please, take a moment right now and make your gift. Stand with us in service and pride.



Yours, in brotherhood,

Al Wurster  
Chairman

*P.S. Stand with us as we live our Sigma Nu values of love, honor and truth. Please consider making a gift towards our goal today. Thank you!*



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# Rule/Consideration 4

# The reply matters

 **REPLY FORM FOR OUR FOOD BANK SUMMER HERO:** Ms. Jen Love  
71 Euclid Ave.  
Waterloo, ON N2L 1Z2

**Yes Wendi! I'll be your Food Bank Summer Hero!**

**I'll rescue** fresh food from farmers and share it with hungry people! **AND I'll feed** hungry kids! **AND I'll help** all my neighbours who need it - all summer long!

Here is my Summer Hero gift of:  
 \$35  \$50  \$75  I prefer to give \$ \_\_\_\_\_

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**  
 I prefer to donate by  VISA  Mastercard

CARD NUMBER \_\_\_\_\_  
EXPIRY DATE \_\_\_\_\_  
CARDHOLDER'S NAME \_\_\_\_\_  
SIGNATURE \_\_\_\_\_

**Thank you so much for being a Summer Hero! Each and every gift makes a difference and is deeply appreciated. Your gift will be directed to where the need is greatest.**

**INFORMATION UPDATE:**  
My phone number is: \_\_\_\_\_  
My email address is: \_\_\_\_\_

  
50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 thefoodbank.ca  
Charitable Registration No. 1923 1310 910001



**REPLY FORM FOR  
OUR FOOD BANK  
SUMMER HERO:**

Donor Name  
And Address 1  
And Address 2  
And Address 3

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My phone number is: .....

My email address is: .....



**What makes this a perfect reply form?**



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My phone number is: .....

My email address is: .....



**The perfect reply form:**

- 1. is full size 8.5 x 11**



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- 1. is full size 8.5 x 11**
- 2. is personalized**



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- 3. has an affirmative and specific call to action**



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- 4. has a lot of "YOU" in it**



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5. is segmented on previous giving or type of donor



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- 3. has an affirmative and specific call to action**
- 4. has a lot of "YOU" in it**
- 5. is segmented on previous giving or type of donor**
- 6. asks for one thing - a single cash gift**



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- 4. has a lot of "YOU" in it**
- 5. is segmented on previous giving or type of donor**
- 6. asks for one thing - a single cash gift**
- 7. has a ton of white space**



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- 2. is personalized**
- 3. has an affirmative and specific call to action**
- 4. has a lot of "YOU" in it**
- 5. is segmented on previous giving or type of donor**
- 6. asks for one thing - a single cash gift**
- 7. has a ton of white space**
- 8. features very large type**



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**I'll rescue** fresh food from farmers and share it with hungry people! **AND I'll feed** hungry kids! **AND I'll help** all my neighbours who need it - all summer long!

Here is my Summer Hero gift of:

\$50  \$75  \$100 or  I prefer to give \$\_\_\_\_\_

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**

I prefer to donate by  VISA  Mastercard

CARD NUMBER .....

EXPIRY DATE .....

CARDHOLDER'S NAME .....

SIGNATURE .....

**Thank you so much for being a Summer Hero! Each and every gift makes a difference and is deeply appreciated. Your gift will be directed to where the need is greatest.**

**INFORMATION UPDATE:**

My phone number is: .....

My email address is: .....



**The perfect reply form:**

- 1. is full size 8.5 x 11**
- 2. is personalized**
- 3. has an affirmative and specific call to action**
- 4. has a lot of "YOU" in it**
- 5. is segmented on previous giving or type of donor**
- 6. asks for one thing - a single cash gift**
- 7. has a ton of white space**
- 8. features very large type**
- 9. doesn't feature a lot of tiny crappy boxes for your poor donor to try to fill out**



**REPLY FORM FOR  
OUR FOOD BANK  
SUMMER HERO:**

Donor Name  
And Address 1  
And Address 2  
And Address 3

**Yes Wendi! I'll be your Food Bank Summer Hero!**

**I'll rescue** fresh food from farmers and share it with hungry people! **AND I'll feed** hungry kids! **AND I'll help** all my neighbours who need it - all summer long!

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8. features very large type
9. doesn't feature a lot of tiny crappy boxes for your poor donor to try to fill out
10. says "thank you"



**REPLY FORM FOR  
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SUMMER HERO:**

Donor Name  
And Address 1  
And Address 2  
And Address 3

**Yes Wendi! I'll be your Food Bank Summer Hero!**

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9. doesn't feature a lot of tiny crappy boxes for your poor donor to try to fill out
10. says "thank you"
11. less is more - analysis paralysis

## MY GIFT OF MEALS AND HOPE THIS EASTER!

Yes, Peter! Use my gift to feed the hungry in Toronto and help them rebuild their lives. I am enclosing my Easter gift of:

- \$38.25 to feed 9
- \$25.50 to feed 6
- \$51.00 to feed 12
- \$\_\_\_\_\_ to help as many as I can!

Make my gift monthly \_\_\_\_\_ (see reverse for details).

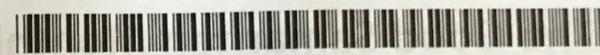
92/0 20797

Mr. and Mrs. John and Dale Tohill  
1242 Valentine Drive  
Cambridge, ON N3H 2N8



**The Scott Mission**  
A Christian Ministry of Mercy and Love

502 Spadina Avenue, Toronto, Ontario M5S 2H1  
Donation Line: 416.923.2400 | [www.ScottMission.com](http://www.ScottMission.com)  
Charitable Reg. # 10796 3613 RR0001



\*K013999200021089632\*  
126175 1802EAST06C

- I have enclosed my cheque  
(made payable to The Scott Mission)
- Please charge my credit card:  
 Visa  MasterCard  American Express

Card # \_\_\_\_\_

Expiry \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_

Phone # \_\_\_\_\_

If you would like to receive periodic updates via email,  
please include your email address below:

\_\_\_\_\_  
You can also go to our website [www.ScottMission.com](http://www.ScottMission.com)  
to make a secure online donation.  
Be sure to visit us on Facebook and Twitter!

## The Good Samaritan Monthly Giving Circle

I want to become a Good Samaritan with a monthly  
gift of: \$ \_\_\_\_\_

I authorize **The Scott Mission** to debit my bank  
account on the  1st or  15th of every month.  
(I have enclosed a cheque marked VOID.)

Please charge my monthly gift to my credit card on  
the 1st of the month or following business day:  
 Visa  MasterCard  American Express

Card # \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## The Legacy of Mercy and Love Society

- I have included The Scott Mission in my Will.
- I am considering a gift to The Scott Mission in my Will.
- I would like to learn more about The Scott Mission's  
Legacy Society.

### Our Monthly Giving Policy:

You can change or cancel your monthly donation at any time by notifying  
**The Scott Mission** 15 days in advance.

You have certain recourse rights if any debit does not comply with this  
agreement. For example, you have the right to receive reimbursement  
for any debit that is not authorized or is not consistent with this PAD  
agreement. To obtain more information on your recourse rights, contact  
your financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).



When you send a gift to The Scott Mission, your donation will be used for that  
program, unless the need for that program has been met. Or, if the program cannot  
be completed for any reason, your donation will be used where needed most.

# MY GIFT OF MEALS AND HOPE THIS EASTER!

Yes, Peter! Use my gift to feed the hungry in Toronto and help them rebuild their lives. I am enclosing my Easter gift of:

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92/0 20797

Mr. and Mrs. John and Dale Tohill  
1242 Valentine Drive  
Cambridge, ON N3H 2N8



**The Scott Mission**  
A Christian Ministry of Mercy and Love

1000 Bay Street, Toronto, Ontario M5S 2H1  
Phone: 416.923.2424  
www.ScottMission.com  
Charitable Reg. # 10796 3000



\*K013999200021089632\*

126175 1802EAST06C

I have enclosed my cheque  
(made payable to The Scott Mission)

Please charge my credit card:

Visa  MasterCard  American Express

Card # \_\_\_\_\_

Expiry \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_

Phone # \_\_\_\_\_

I would like to receive periodic updates via email,  
please include your email address below:

You can also go to [www.ScottMission.com](http://www.ScottMission.com)  
to make a secure online donation.  
Be sure to visit us on Facebook and Twitter!

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(I have enclosed a cheque marked VOID.)

Please charge my monthly gift to my credit card on  
the 1st of the month or following business day:  
 Visa  MasterCard  American Express

Card # \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## The Legacy of Mercy and Love Society

- I have bequeathed The Scott Mission in my Will.
- I am considering a gift to The Scott Mission in my Will.
- I would like to learn more about The Scott Mission's  
Legacy Society.

### Our Monthly Giving Policy:

You can change or cancel your monthly donation at any time by notifying  
**The Scott Mission** 15 days in advance.

You have certain recourse rights if any debit does not comply with this  
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your financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).



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program, unless the need for that program has been met. Or, if the program cannot  
be completed for any reason, your donation will be used where needed most.

Rule/Consideration 5

**More is more.**

# YOU CAN HELP CREATE 4 NEW PROTECTED AREAS!

Your **2019 membership renewal** will provide urgent funds to immediately create 4 new protected areas. This is a crucial moment to safeguard some of our most important and unique wild places—and the at-risk and wild species that live there.

## 1 Laurentian Whale Passage

**Location:** Off the coast of Nova Scotia & Newfoundland

**Features:**

- Deep ocean valley acts as an “expressway” for abundant ocean life
- Migration passage for 20+ whales and dolphins
- One of the few places on Earth where Black Dogfish and Porbeagle Sharks give birth
- Supports a unique diversity of cold water corals, providing shelter for many species when foraging for food or raising young

**Species:**

- At-risk Leatherback Sea Turtle
- Black Dogfish
- Porbeagle Shark
- 20+ species of whales and dolphins
- Cold water corals

**Goal:** Create a Marine Protected Area – stop future oil and gas drilling



© Jason Isley



© Stuart Clark

## 2 Northern Great Plains

**Location:** Southwest Saskatchewan, Southern Alberta

**Features:**

- These prairie grasslands are the most endangered landscape on earth
- Home to an incredible number of species-at-risk

**Species:**

- Endangered Greater Sage Grouse
- Endangered Black-footed Ferret
- Endangered Mountain Plover
- Endangered Burrowing Owl
- Bison
- Pronghorn
- Prairie Dog

**Goal:** Create a National Wildlife Area – more formal protection is needed to save biodiversity in the northern reaches of the Great Plains



© Richard Main



## 3 James Bay

**Location:** Southern end of Hudson Bay, bordering Ontario, Quebec, Nunavut



**Features:**

- Shores of southern James Bay and North French River
- Annual home to thousands of migrating shorebirds
- Homeland of the James Bay Cree

**Species:**

- Threatened Woodland Caribou
- At-risk Red Knot
- At-risk Olive-sided Flycatcher
- At-risk Common Nighthawk
- At-risk Rusty Blackbird
- Polar Bear
- Tamarack

**Goal:** Protection from oil, gas and mining development in the North French River watershed. We stand with the James Bay Cree in their efforts to establish more formal protections against development in this area and the eastern shore of James Bay.

## 4 Underwater Rockies of the Pacific

**Location:** Off the coast of Vancouver Island

**Features:**

- Range of almost 140,000 km<sup>2</sup> of underwater mountains and fragile coral forests forming feeding “hotspots” for rare sea life through hydrothermal vents
- Complex and unique ecosystem

**Species:**

- Octopus, squid, tube worms, rays, sharks, whales, dolphins
- Diverse microbial activity
- Marine mammals and birds

**Goal:** Create a Marine Protected Area – protect from future oil and gas drilling and bottom trawling, preserve area for future scientific exploration



© Gary Sutton

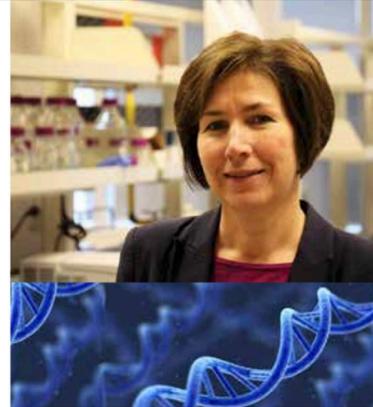
You can help protect these four key areas, and the thousands of wild and at-risk species that live there. Please, renew your Nature Canada membership today. **The time to take action is now!**



## 2018: RESEARCH BREAKTHROUGHS AND MORE CARE FOR FAMILIES— THANKS TO YOU!

### A Whole New Dimension in HD Research!

Your gifts helped support a grant for Dr. Cheryl Arrowsmith, a professor of medical biophysics at the University of Toronto. She and her team are developing a detailed 3D model of the huntingtin protein. This protein is much bigger than most, and forms a very complex shape. As Dr. Arrowsmith says, “This will go a long way to try to help understand how this very elusive protein is behaving.” And that can help make our research more precise. Thank you for your help exploring new dimensions of HD research!



### A Whole New Theory: DNA Repair

Just a few months ago—on July 10<sup>th</sup>—Dr. Ray Truant at McMaster University and his team developed a new theory on HD called DNA repair. Using microscopes and robotics they were able to demonstrate that it is possible to restore mutant huntingtin proteins back to normal, leading to a correction of Huntington disease! It's very early stages but is already showing promise and opening up new avenues for potential drug development.

### “Welcome, We Are Here To Help You and Your Family.”

Thanks to you, we were able to create a new Resource Centre in Peel Region, Ontario. In addition to providing direct support and services for all HD families, this new Centre will also provide social worker support to the Centre for Movement Disorders and build awareness of HD support and care.



## 2019: WHAT YOU WILL MAKE POSSIBLE!

### New Dimension in Treatment: Your Support Helps With Preparation and Readiness

Research innovations means more treatment options, and your support ensures that we are helping Canada's HD community engage with clinical trials that are available. You will help us create resources to answer questions and advocate for more Canadians to be involved with any and all trials.

### Youth Mentorship Program: Still Growing!

Your support means we can train more youth mentors and help more young people affected by HD. Based on feedback from our participants, with your support we hope to host a one-day regional event for young people to gather and discuss the issues that are most meaningful to them!

### Investing in More Research Breakthroughs

Your continued and vital support means we can invest in the most promising, innovative new HD research. Every year we receive more grants than we can fund, and your support today makes more meaningful research projects possible!





Here are our proudest accomplishments from 2018—what an inspiration to review our projects from the last year and see what our members helped make possible! —Silke

### SPECIAL REPORT FOR BIRD STUDIES CANADA MEMBERS



What a year for Piping Plovers in Ontario! This was one of the most productive seasons since their return to the province in 2007: 8 nests and 16 fledglings, safeguarded by 150 volunteers who watched over them for more than 4000 hours. A big year for a small bird!

Meanwhile, in Saskatchewan, hundreds of keen volunteers have contributed 100,000 observations of birds, recording 260 species so far in the province's first-ever breeding bird atlas.



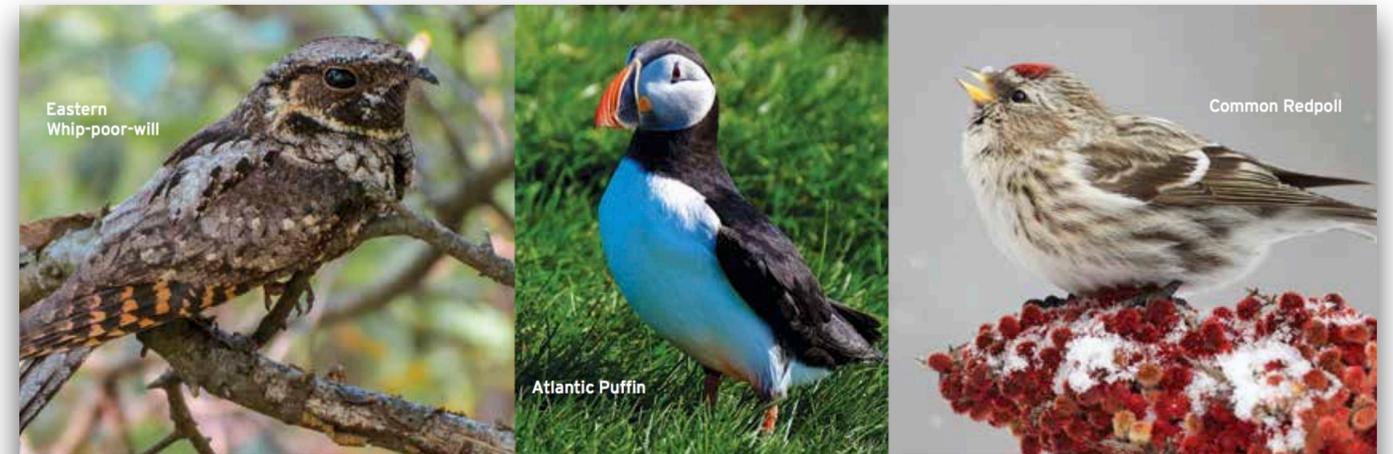
We welcome the return of auklets and storm-petrels! Bird Studies Canada worked with the Haida Nation to remove invasive species, which decimate the seabird populations on small islands off the coast of BC.



In Manitoba, we surveyed 62 cattle ranches (covering 30,000 acres and home to 12 grassland bird species in decline), and engaged the landowners in grassland stewardship and bird-friendly grazing activities.



And bird experts had a great year, too! Bird Studies Canada co-hosted 1600 experts from 74 countries in Vancouver at the International Ornithological Congress, to make the world better for birds. At the same time, another 25,000 people attended a flock of bird events, from walks to music to dance to photography, for the Vancouver International Bird Festival.



### Here are a few of our most critical projects that you will help fund with your renewed membership today. 2019 will be a crucial year for bird conservation in Canada!

✔ You'll save more boreal birds! Our boreal approach is two-pronged. We want to protect habitats in the boreal region, working in collaboration with other nature groups, First Nations, and governments, to help identify and establish protected areas. Plus, we'll grow our work to help boreal birds when they fly to and through southern Canada, advising members and bird-lovers like you on how to care for boreal birds in your own backyard during the winter months.

✔ You'll help us save the Chimney Swift in Nova Scotia, where we work with dedicated landowners to protect the hundreds of endangered swifts that roost and nest in their chimneys.

✔ You'll help strengthen our Motus Wildlife Tracking System to provide critical information about the life histories of migratory birds, which we need to ensure their protection. Bird Studies Canada is a world leader in this collaborative approach to wildlife tracking, and we are proud to be the heartbeat of this innovative international research network.

✔ You'll help us stop the misguided proposal in Ontario that will allow hunting of huge numbers of cormorants, even during spring nesting and rearing time.

✔ You'll help us call for faster and tighter federal regulations to restrict neonicotinoid pesticides, which are decimating insect populations, resulting in steep declines in insect-eating birds such as swallows, swifts, whip-poor-wills, and flycatchers.

✔ You can help us create the first-ever breeding bird atlas for 'The Rock'. We'll challenge our volunteers on the island of Newfoundland, along with everyone who'd like to visit, with surveying all breeding birds! Our easternmost province has unique geography and climate, and is home to some of the rarest and most unusual sightings of land- and seabirds in North America.

✔ You'll help us boost the number of kids who participate in our Christmas Bird Counts for Kids. Seeing a beautiful bird on a crisp winter day during this fun outdoor activity can inspire a lifetime of interest in nature!



# Axel is not TRASH, he's a treasure!

When Axel was 12 weeks old, his owner at the time put him in a cardboard box and abandoned him in a dried-up creek bed. He was thrown away like a piece of rubbish.



**So tiny!** Little Axel was so small he could sit in your hand when he arrived at RSPCA South Australia.

**"How could anyone throw me away?"** It is incredibly cruel to discard a puppy with a painful injury.



**"Thank you, Brad"**  
Senior Vet, Dr Brad Ward, battled to save Axel. Sadly the infection couldn't be treated with medication alone. It's likely he was injured weeks before being abandoned.



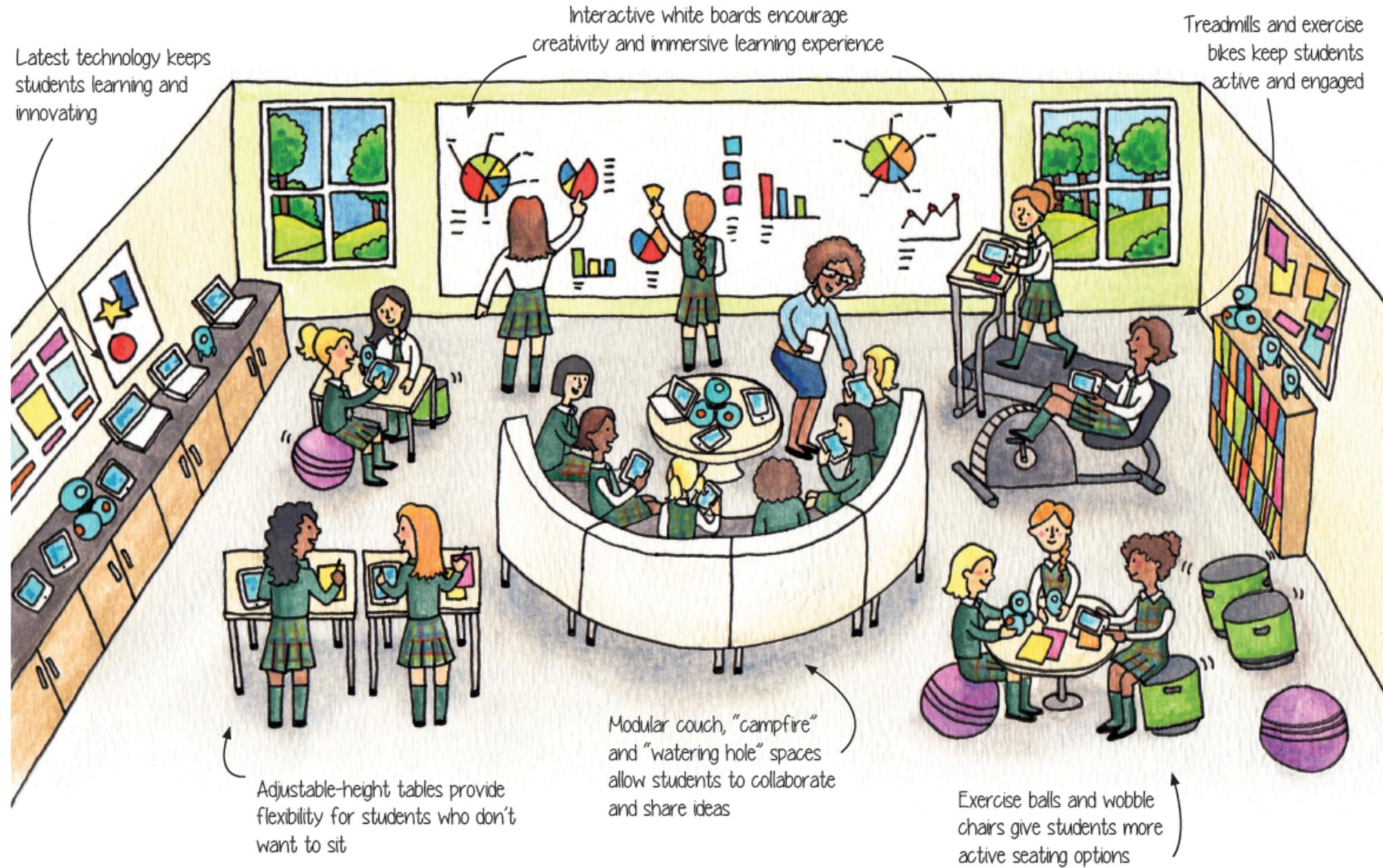
**"Aren't I adorable?"**

Axel won the hearts of all the staff and volunteers at the shelter.



# Classrooms of Tomorrow, Today!

Help us create flexible learning spaces for students to be active, collaborative and creative!  
Research shows that students excel when they can choose an environment that best suits their learning style.



Also for consideration:

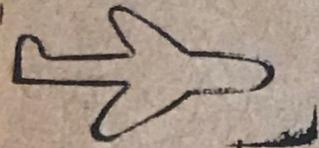
buckslips, newspaper clippings, maps, photos,  
photo album, involvement devices, illustrations,  
ornaments, slips, schedules, budgets, decals, seals,  
stamps, press release, tickets, wallet cards, poster,  
fridge art, kids drawings, business card, magnet,  
cards, apologies, matching gifts, freemiums,  
calendars, newsletters... *phew*

## Rule/Consideration 6

**MOST EFFECTIVE**

The ~~best~~ fundraising  
should look like a personal piece  
of communication

AIR MAIL



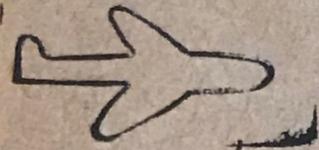
For the immediate  
attention of:

Tara Lepp  
151 Brian Blvd  
Waterdown ON L0R 2H5

CANADA



AIR MAIL



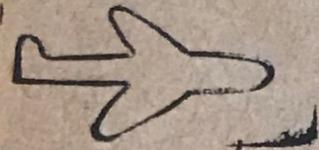
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CANADA



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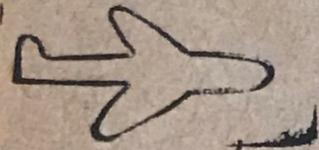


Tara Lepp  
151 Brian Blvd  
Waterdown ON L0R 2H5

CANADA



AIR MAIL



For the immediate  
attention of:

Tara Lepp  
151 Brian Blvd  
Waterdown ON L0R 2H5  
  
CANADA





I came across this photo and wanted to send it along to you. Rain or shine, you're helping youth get outside and grow a love for nature that will last for years to come. Thank you!  
- Caroline



**“Service is a way to live our values of Love, Honor and Truth. Every act of service and gift, no matter how large or small, matters. Everyone can do something.”**

– Zach, Sigma Nu Commander, Duquesne University, Class of 2019

Date, 2017

Mr. Esteemed Alumnus  
1234 Anystreet  
Anytown, USA 12345

Dear <Ben>,

This past April, Sigma Nu brothers across America have been involved in our Founders’ Month of Service. We call on each other to employ our services, talents and time to benefit local charities in each of our communities.

I’m delighted to tell you that this year, our brothers have gone above and beyond once again, and our achievements are tremendous. Together, we raised \$1,037,421, and our brothers volunteered 188,118 hours!

I hope you share our sense of pride and gratitude for the actions and gifts of our Sigma Nu brothers. I also hope this commitment inspires you as well! I’d like to echo Zach’s point: **Everyone can do something.**

**What will you do?**

You can help build on the energy and momentum of our Founders’ Month of Service! We set an ambitious goal to raise \$50,000 from our donors, alumni, and young people like you who support the Sigma Nu Educational Foundation.

\* Will you consider making a gift of <\$X> today?

By making a gift, you’ll be standing with us following our Founders’ Month of Service and helping pay tribute to our founders. I’d like to tell you a little more about the lives of our founders, Greenfield Quarles.

In 1868, Greenfield Quarles, James McIlvaine Riley and James Frank Hopkins came together to stand in opposition to hazing at the Virginia Military Institute and to create an organization dedicated to upholding the Honor principle.

\* And that’s how the Legion of Honor was born.

Since our earliest days, service and philanthropy have been core principles of Sigma Nu. Greenfield Quarles believed in this so passionately that much of his life was spent in service to his community. And today, brothers like Zach continue that proud tradition by devoting their passion and their attention to acts of service.

Zach and his brothers have raised crucial funds for the American Gold Star Mothers—a service organization dedicated to honoring the sons and daughters lost in service to our country. In addition, they completed over 500 hours of service, volunteering at soup kitchens, spring clean-ups and as mentors.

**Everyone can do something. What will you do?**

I hope you’ll consider making a special gift today to honor brothers like Zach, who made such an impact in their communities during our Founders’ Month of Service. Your gift also allows you to take action to honor the Founders of The Legion of Honor.

Please, take a moment right now and make your gift. Stand with us in service and pride.



Yours, in brotherhood,

Al Wurster  
Chairman

*P.S. Stand with us as we live our Sigma Nu values of love, honor and truth. Please consider making a gift towards our goal today. Thank you!*

## Rule/Consideration 7

**Automation kills.**



# Pareto

Who can explain what it is?

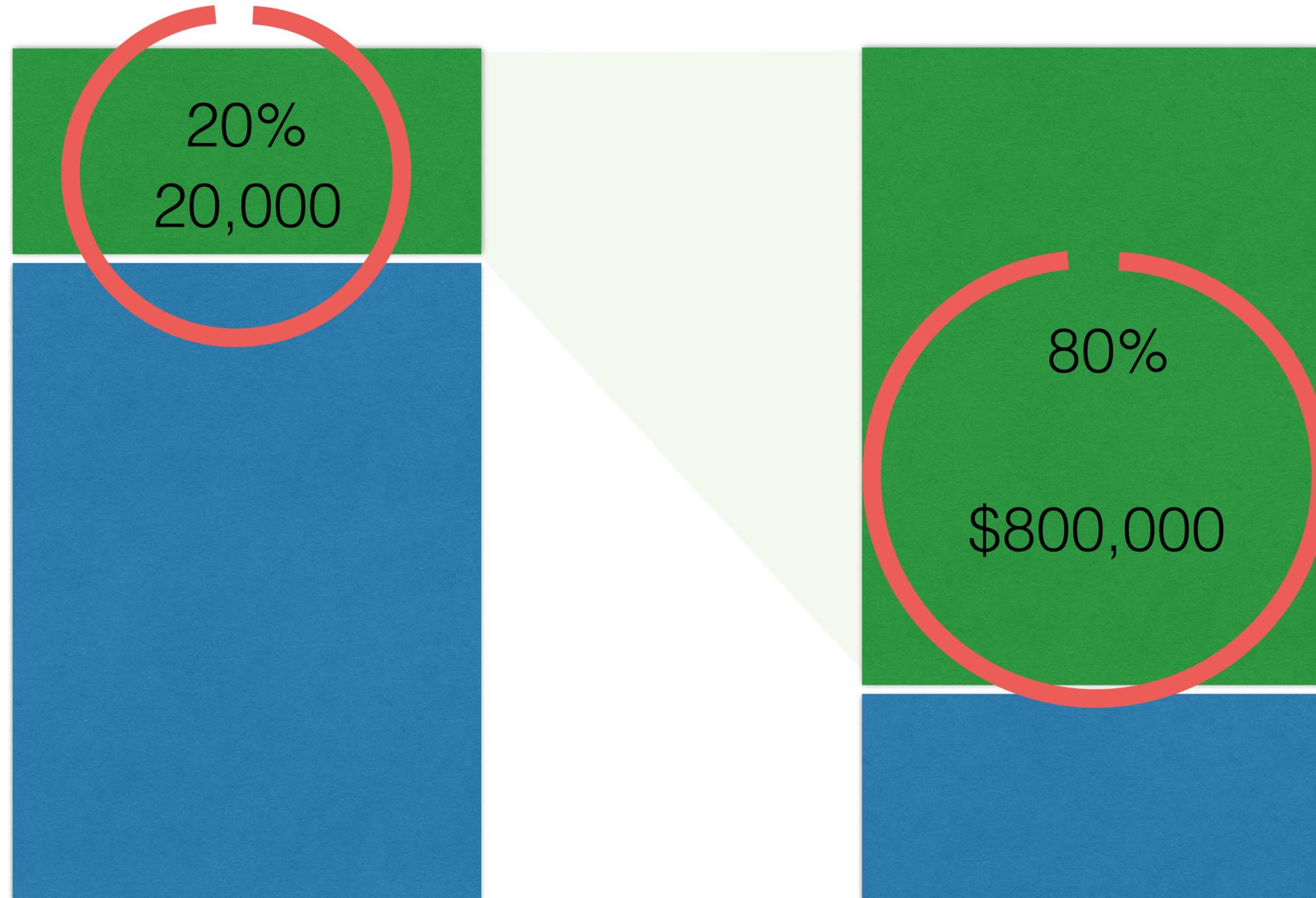
# 80/20 rule.

80% of your revenue comes from 20% of your donors.

# Pareto

100,000  
Donors

\$1,000,000  
Revenue



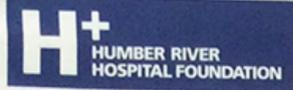
Creating a pack  
for the 20%



donors who care. a lot.

donors who  
care. a little.

donors who  
don't care. yet.



2175 Keele Street, 7th Floor  
Toronto, ON M6M 3Z4



Mr. John Lepp  
151 Brian Blvd  
Waterdown ON LOR 2H5

**Patient Care Reinvented.**



September 12, 2014

Dear Lepp, *John*

Did you know there's such a thing as **robotic surgery**? There is, and you helped bring it to Humber River Hospital.

In fact, we were the first community hospital in Canada to offer this innovative new type of surgery.

In a moment I'll tell you a bit more about how it works, as well as introduce you to **Peter**, the very first patient to undergo robotic surgery here in April 2012. Before I do, I'd like to thank you once again for your generous support of Humber River Hospital.

With you by our side, we're using technology to help our physicians and staff provide the highest quality care, and spend more per patient and their families.

You're one of the reasons Humber River Hospital is the **most digitally advanced hospital in North America**. Your gift of \$1 million helped us build a new hospital—set to open on October 18, 2014—equipped with the latest technology... like the **da Vinci surgical system**.

Here's how it works: the surgeon uses a camera to see a patient's organs in 3D. The surgeon's precise, minimally invasive surgical procedure is performed through the surgeon's own hands. The benefits of robotic surgery include shorter hospital stays, less pain, fewer complications during recovery, and quicker return to normal activities.

Having the da Vinci robot allows us to offer more possible options when it comes to treatment.

**Peter** is extremely grateful for the care he received. I mentioned above, Peter was the first patient at Humber River. But, let me start at the beginning...

Peter knew something was wrong when he began to experience pain in his bathroom. When he learned he had prostate cancer, you can imagine how uncertain he was.

As with many men, Peter struggled with the stigma of prostate cancer. While he was afraid for his life, he also worried he wouldn't be able to provide for his young family. He wondered if treatment would leave him unable to have any more children. He had so many questions and wasn't sure where to get the answers he needed.

Peter says his doctor at Humber River Hospital was a big help: "I

*please turn over...*



*Dear John,*

*Thanks for being the tireless  
Humber crusader! your  
Support means we can provide  
patients with the best  
possible care!*

*Sincerely, Stephanie*  
Patient Care Reinvented.



September 12, 2014

Dear Lepp, *John*

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Having the da Vinci robot allows us to offer more possible options when it comes to treatment.

**Peter** is extremely grateful for the care he received. I mentioned above, Peter was the first patient at Humber River Hospital. But, let me start at the beginning...

Peter knew something was wrong when he began to experience pain in his bathroom. When he learned he had prostate cancer, you can imagine how uncertain he was.

As with many men, Peter struggled with the stigma of prostate cancer. While he was afraid for his life, he also worried he wouldn't be able to provide for his young family. He wondered if treatment would leave him unable to have any more children. He had so many questions and wasn't sure where to get the answers he needed.

Peter says his doctor at Humber River Hospital was a big help: "I

*please turn over...*



*Dear John,*

*Thanks for being the fireless  
Humbert crusader! your  
support means we can provide  
patients with the best  
possible care!*

*Sincerely, Stephanie*  
Patient Care Reinvented.



## Special reply form for:

John Lepp

**Yes Heather! I will give patients like Peter the best possible options when it comes to their health care.**

### Here is my gift of:

\$40.00    \$50.00    \$75.00    Other \$ \_\_\_\_\_

I have enclosed my cheque, payable to **Humber River Hospital Foundation**.

**OR**

I prefer to pay by credit card. Please charge my  VISA  MasterCard  AMEX

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Information update:** Please write in any changes to your mailing address as it appears below:

My phone number is:

My email address is:

John Lepp  
151 Brian Blvd  
Waterdown ON L0R 2H5

151  
Waterdown



John Lepj  
151 Bria  
Waterdown Ontario

Sarah's phenomenal smile as she  
is joyful expression on Sarah's

- ors
- air)
- (Vice-
- ne
- t Committe
- Alexander
- n
- ess
- ett
- ck
- And
- Susan Huggett
- Viki Lazaris
- Andrea Metrick
- Theo Michalaris
- Judy Van Clee
- Dr. James A.

Thank you SO much John!



Humber River Hospital Foundation  
2175 Keele Street  
Toronto, Ontario M6M 9Z9

Thank you SO much John!



Humber River Hospital Foundation  
2175 Keele Street  
Toronto, Ontario M6M 9Z9

## Rule/Consideration 8

# Design

you, your boss,  
Chad from marketing and comms,  
Sally in accounting,  
Patricia, who manages your data,

hate is likely ~~better~~ design

**MORE EFFECTIVE**

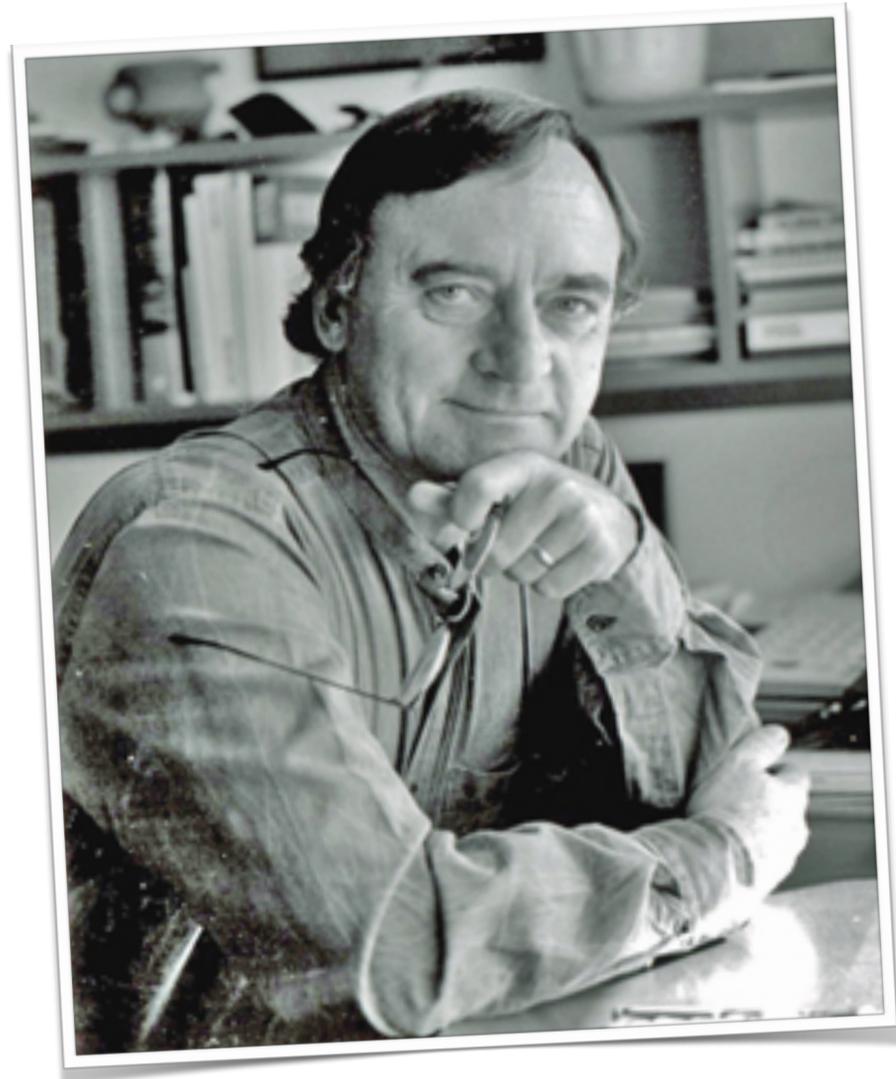
## The Brooks 3 Laws of Direct Response

1. Make it obvious.
2. Keep it plain.
3. Make it corny.

Jeff Brooks

2012 - The Fundraisers Guide to  
Irresistible Communications





George Smith

1995 - Asking Properly

So much fundraising is now formulaic that the merest adventure, the smallest piece of pioneering will stand out from the crowd.



Phil. The bag.  
from the "Fill the bag" appeal



RETURN POSTAGE GUARANTEED  
PORT DE RETOUR GARANTI



September

YOUR **\$1** WILL BECOME **3 MEALS** FOR YOUR NEIGHBOURS!

Date, 2016

Ms. Jen Love  
71 Euclid Ave.  
Waterloo, ON N2L 1Z2

Dear Jen,

**Your \$1 becomes 3 meals for your hungry neighbours.**

Our Thanksgiving Food Drive is underway, and together we must raise \$114,000—enough for 342,000 meals for men, women and children who need our help.

**Can we count on you for a gift of \$X today?**

Your gift of \$X will provide Y meals in your neighbourhood and right across Waterloo Region.

You'll help feed homeless youth, isolated seniors, working poor, new Canadians and their families and many more hungry neighbours who need to access fresh, nutritious food through our network of agency partners.

On the back of this note, you can read 3 stories of neighbours you will help with your gift today. And if you can give 3 meals with just \$1, imagine what you will achieve with your gift of \$X.

And it's not just the stories that are special, it's the storyteller. I hope you love meeting our friend Phil!

**Please, give as generously as you can and send your gift in right away. Your support right now is crucial.**

Yours, so that no one goes hungry,

*Wendi*

Wendi Campbell, Executive Director

**P.S. Your \$1 = 3 meals for hungry neighbours. Please, give today.**

PssHH! Please  
turn over!



PssHH! Please  
turn over!



Feed me! Fill me! I'm Phill! This Thanksgiving, you'll see me around the neighbourhood. From here in your mailbox to your grocery store to your community events, I'm ready to get filled up with urgently-needed funds and food for our neighbours in Waterloo Region. There's not much you can get for a dollar these days. But if you share that dollar with ME, I will turn it into THREE meals for hungry men, women and kids!



You'll find a sticker of me enclosed, and I hope you keep it on your fridge or bulletin board to remind you of your amazing support of The Food Bank. **Without you, I'm just an empty paper bag! But with your support, I'll be proudly busting at the seams and sharing food with hungry people.**



And with your gift today, you will make more stories like this possible: After a family breakdown, a young man came to oneROOF Youth Services. He was unemployed, feeling isolated and alone and struggling. His immediate need was food and

Please, give to our  
Fall Food Drive today!  
-Thanks! Phil



**Facebook**

Please, give to our  
Fall Food Drive today!  
-Thanks! Phil



**Twitter**

Please, give to our Fall Food Drive  
today! -Thanks! Phil

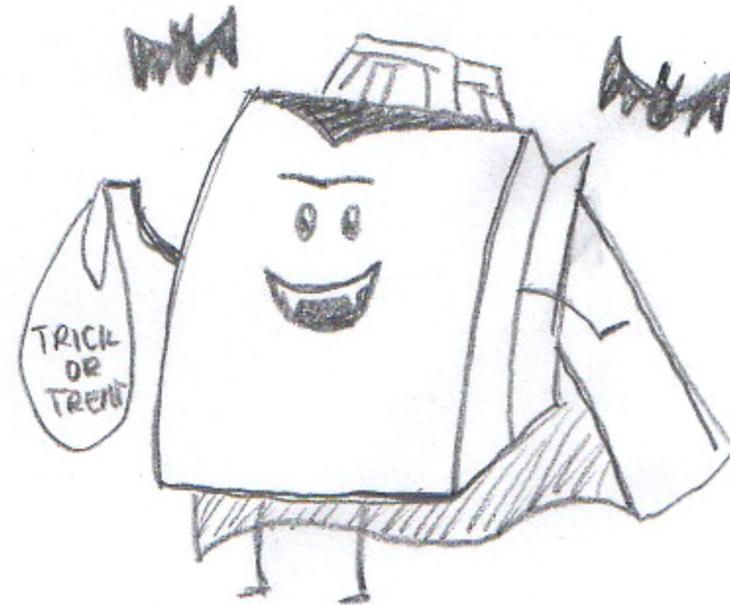
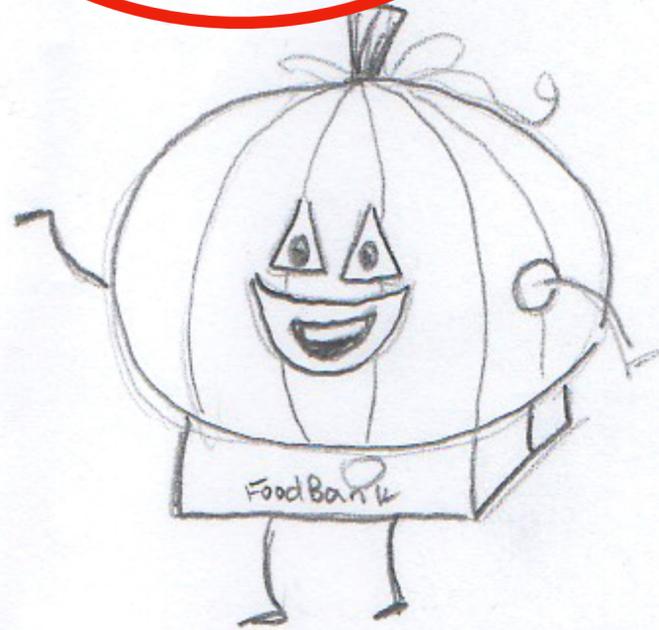
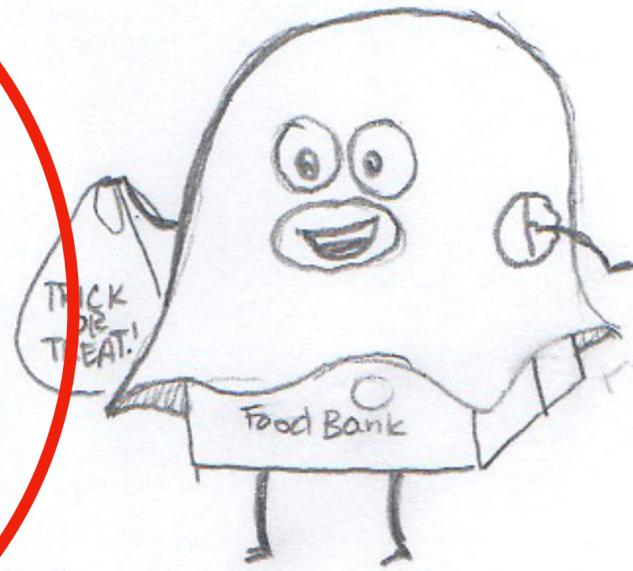
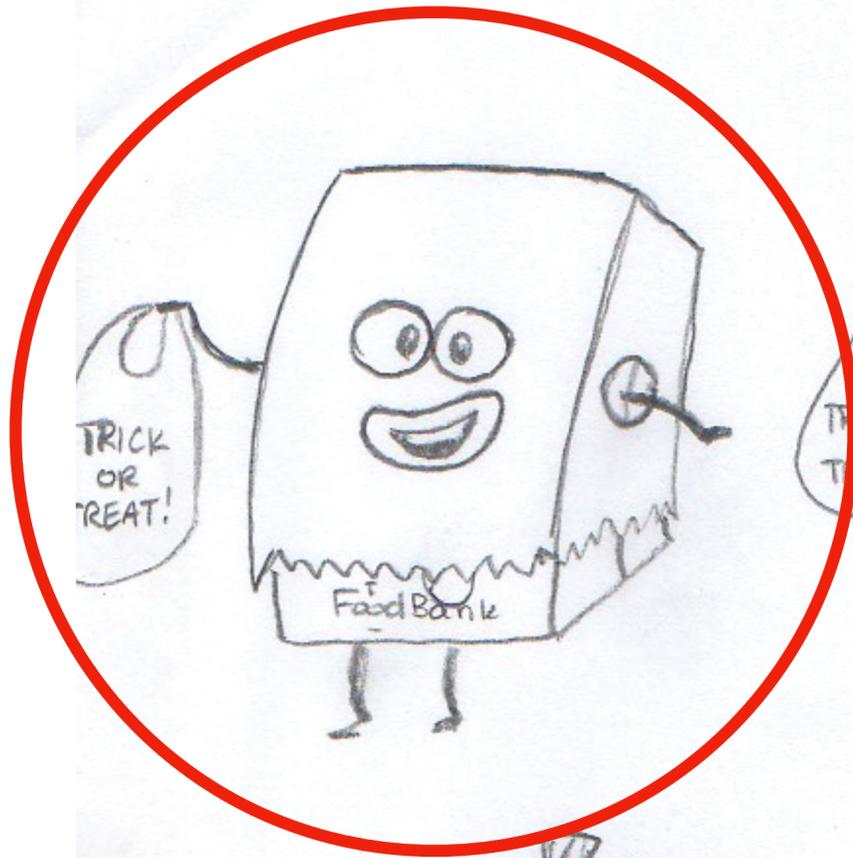


**Homepage**

Please,  
give to  
our Fall  
Food Drive  
today!  
-Thanks! Phil



**Instagram**

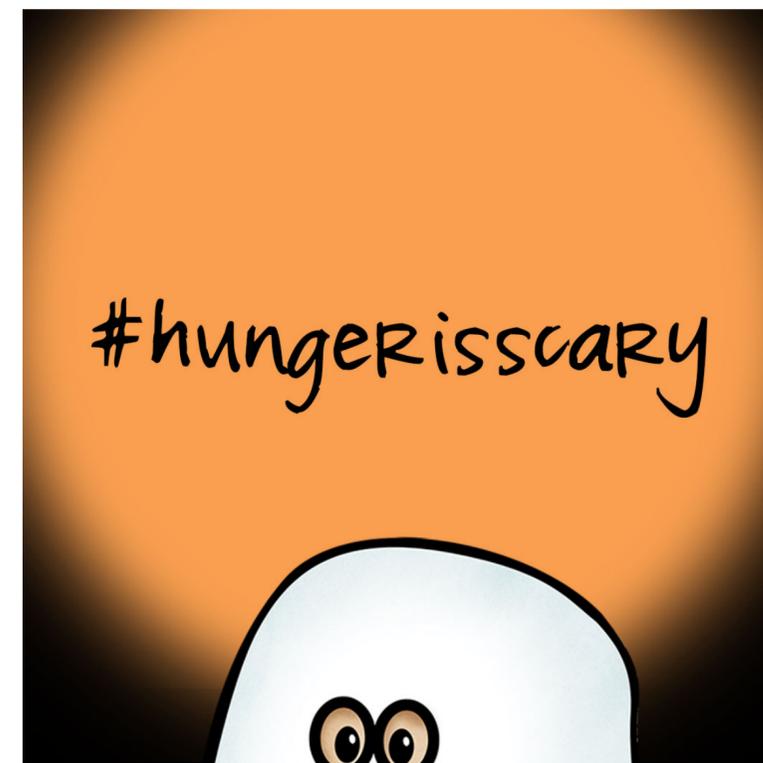


October





Facebook



Instagram



Twitter



Homepage



foodbankwatreg

Follow

foodbankwatreg As a paper bag, I don't dress up much. So, this Halloween, I'm inspired not only to keep collecting funds and food to feed our hungry neighbours, but also to dress up! Tag me in your awesome Halloween pictures, I want to see your costume too! #philthebag #hungerisscary #donorlove #kwawesome #sonoonegoeshungry #halloween2016 🎃

beyondbeanieil Amazing post!

the\_celestial\_method Great angle ✓



30 likes

OCTOBER 31, 2016

Add a comment...





This Halloween,  
please support our  
Fall Food Drive.  
#hungerisscary

Dear John,

You might not recognize me in this epic costume! It's me, Phil, the food drive bag!

As a paper bag, I don't dress up much. So, this Halloween, I'm inspired not only to keep collecting funds and food to feed our hungry neighbours, but also to dress up! I thought of being a superhero (like you, as a Food Bank supporter!), a trick or treat bag or a jack-o-lantern! But none of those costumes are very scary.

I'll tell you what's really scary. Hunger. 1 in 20 households in our Region need The Food Bank right now. Will you please help?

[Every \\$1 you give becomes 3 meals for hungry men, women and kids in your neighbourhood and across our Region.](#)

Thank you!

Phil

Phil, the food drive bag—I MEAN... Phil the spooooooky ghost!

P.S. I feel great about the costume I chose. What do you think? I'd like to challenge anyone who thinks they have a great costume to send us a photo! Share your photo by [email](#) or on [Facebook](#), [Twitter](#) or [Instagram](#) with #philthebag and #hungerisscary. [After you've made your gift to The Food Bank, of course!](#)



November



R  
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CANADA		POSTES
POST		CANADA
	Postage paid	Port payé
	Addressed	Médiaposte
	Admail	avec adresse
	5504201	

RETURN POSTAGE GUARANTEED  
PORT DE RETOUR GARANTI

M  
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Dear <Jen>,

Date, 2016

I knew it! I always knew it!

Christmas **IS** magic!

Remember me? I'm Phil, the food drive bag. This fall, I've been all over our Region getting filled up with funds and food to share with our hungry neighbours. You, and many other caring people in our community, have given with all your hearts and it's beautiful to see.

Just last night as I was crinkling up to sleep, I thought I heard jingling bells out the window. I had wonderful, vivid dreams of riding in a magic sleigh, singing and laughing with a bunch of elves...

And I woke up with this Santa hat on! I'm Santa's helper Phil!

But that's not all the magic that's happening right now! When you put \$1 in my bag, it magically becomes THREE meals! Amazing!

<Jen>, can you find it in your heart to make a special gift of \$X today to The Food Bank? This holiday season, hungry men, women and kids in your neighbourhood and across our Region will turn to our network of agencies for healthy, nutritious meals.

Together, we must raise 925,000 meals by December 31<sup>st</sup> to meet the demand. Please, take a moment right now and give—and remember that every \$1 you give becomes 3 meals!

And, as I've learned these last few months, food is just the beginning. You might not think that your gift to The Food Bank also confronts homelessness, but it does!

50 ALPINE COURT, KITCHENER, ON N2E 2M7 T: 519.743.5576 [thefoodbank.ca](http://thefoodbank.ca)

Sara had nowhere to turn after leaving an abusive relationship. She realized very quickly that finding nutritious food was a priority. Without food, nothing else mattered. And once she was connected to an agency that offered a lunch program, she was able to speak to someone about her situation. For the first time, she didn't feel alone.

She entered an employment program and found a good job. Not a great job, but a good job. She scraped together enough to rent a room, so she had a safe place to sleep. Every day, she got stronger and more confident.

And it all started because of food. Because of you!

You give to The Food Bank and we feed hungry neighbours. That meal is a way for women like Sara to connect to a network of services that allow her to, one step at a time, get her life back on track.

You'll find enclosed 2 holiday ornaments. One is for you—a little gift to help decorate your home for the holidays. I hope it reminds you of your support in feeding our hungry neighbours. You can use the second one to send a message back to The Food Bank with your gift. You can also write your name, the name of a loved one or anything you wish. We'll use these ornaments to bring the magic and joy of the holidays to the men, women and children we help.

Will you please take a moment right now and make your holiday gift to The Food Bank? Fill me up with funds and food to share!

Yours for a joyful and healthy holiday season,

Phil!

Phil, the Food Drive Bag

P.S. Help me spread the magic of the holidays by sending in your special gift—and your message of hope to the people we serve—right away. Remember, we turn every \$1 you give into 3 meals for hungry men, women and children in our Region. Thank you!



M  
7  
V 2



Dear <Jen>,

Date, 2016

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And I woke up with this Santa hat on! I'm Santa's helper Phil!



**REPLY FORM FOR : Jen Sample**

**Yes, Phil! I will help spread the magic of the holidays! Here is my “magical” gift of:**

- \$30 - for 40 meals**
- \$60 - for 120 meals**
- \$120 - for 240 meals**
- I prefer to give \$\_\_\_\_\_**

Enclosed is my cheque, payable to **The Food Bank of Waterloo Region.**

I prefer to donate by  VISA  Mastercard

CARD NUMBER .....

EXPIRY DATE .....

CARDHOLDER'S NAME .....

SIGNATURE .....

Please **keep one ornament** to help decorate your home this holiday season—and to remind you of your support in feeding hungry neighbours. And, **when you send in your holiday gift, please use the other ornament** to write your name, the name of a loved one, a message of support or anything you wish! We'll use your ornaments to bring the magic and joy of the holidays to the men, women and children we help. **Thank you!**



*Thank you!  
— Phil!*

MERRY CHRISTMAS!!!



**Thank you for your kind and generous action to help feed our hungry neighbours. Wishing you peace and joy this holiday season and all year long!**

.....

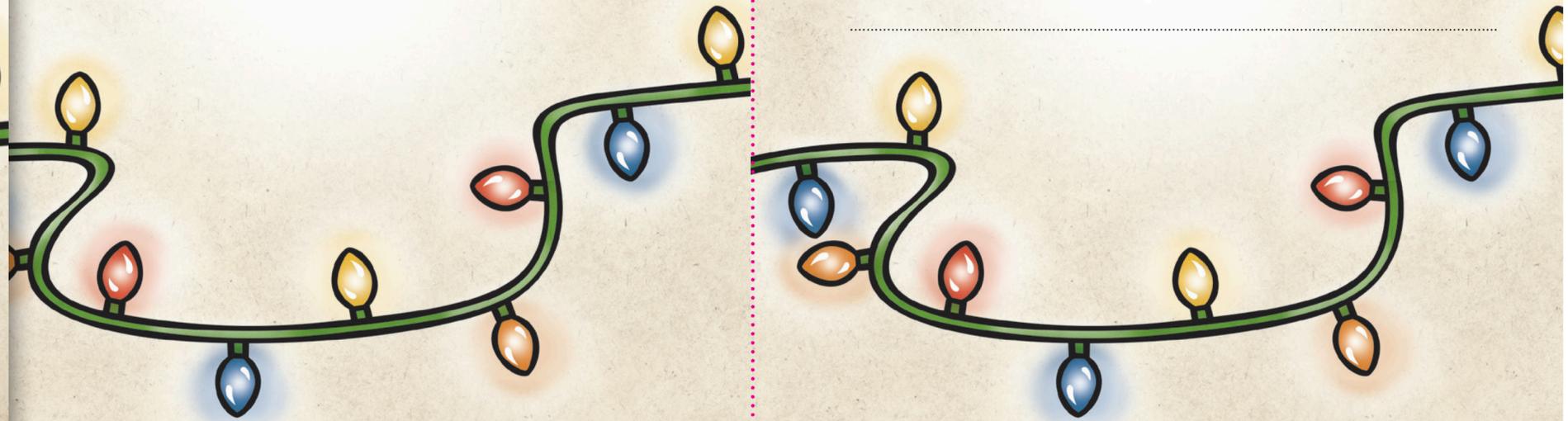
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**foodbankwatreg**  
The Food Bank of Wa...

Follow

**foodbankwatreg** We are receiving many thoughtful gifts and messages from donors and friends. Thank you!!!



**32 likes**

DECEMBER 15, 2016

Add a comment...

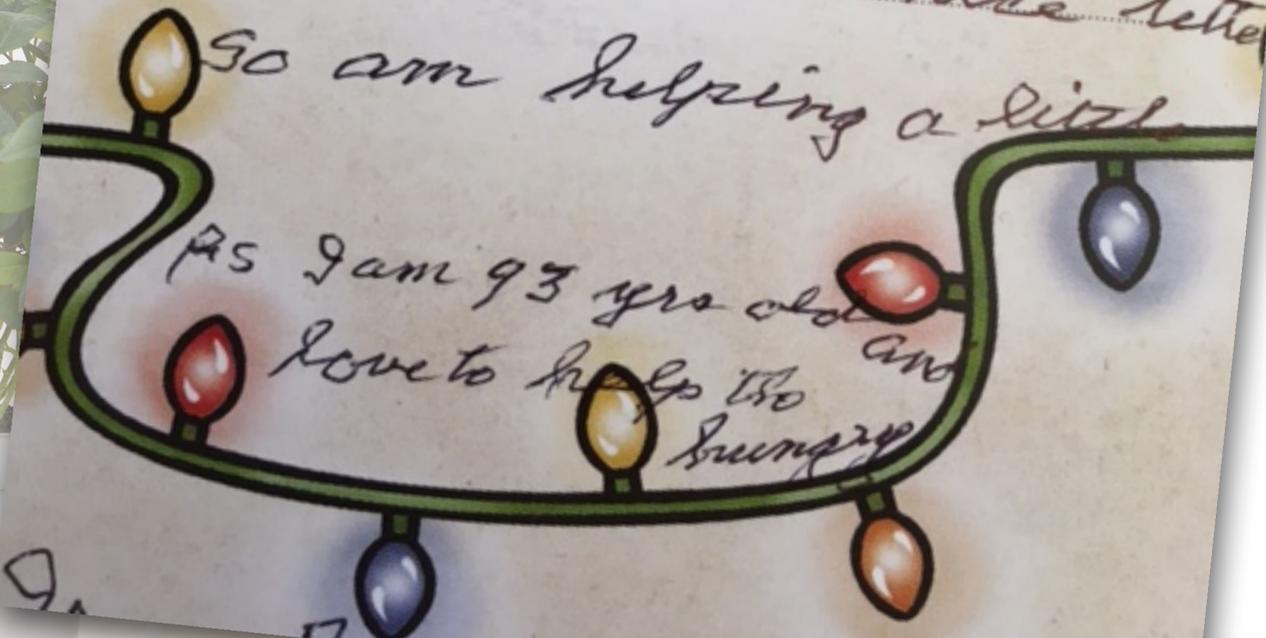


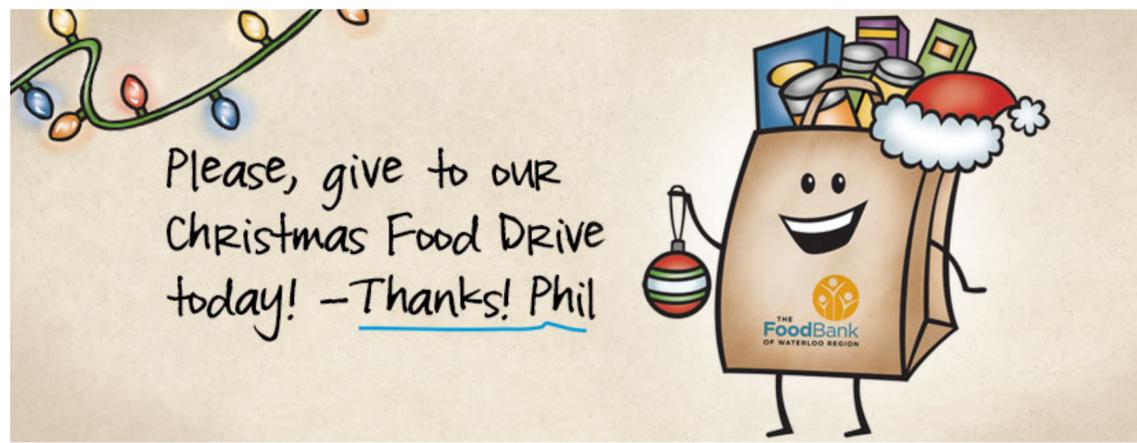


Dear Phil

I am sending you a  
cheque for food bank.  
I give to the St Vincent  
De Paul. All year  
you sent such a nice letter  
so am helping a little.

As I am 93 yrs old and  
love to help the hungry

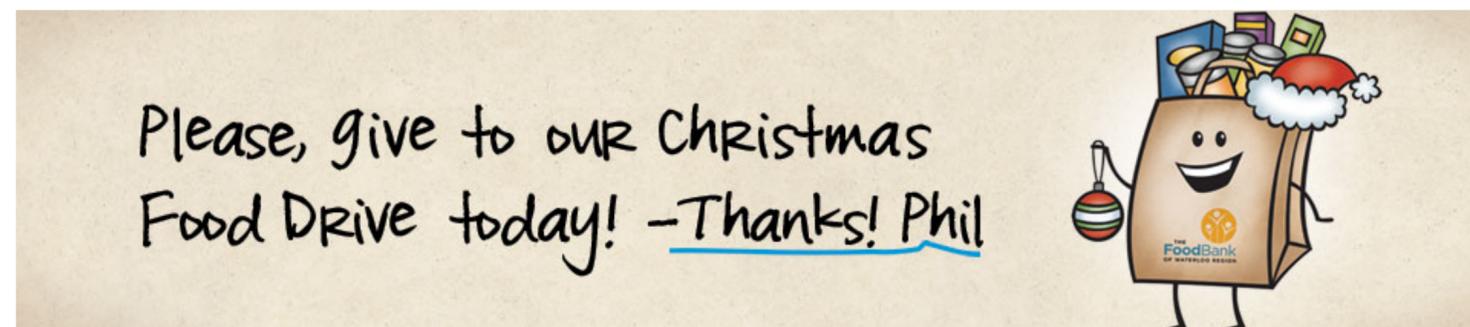




**Facebook**



**Twitter**



**Homepage**



**Instagram**



The Food Bank of Waterloo Region  
Page Liked · 27 mins

Introducing Phil! The Food Bank mascot. Would you like to invite him to your event? Visit our website at <http://ow.ly/wRCO30IRTE>

6

Like Comment

Write a comment...

People You May Know

Kiki TP  
Add Friend



Rule/Consideration 9

Newsletters



# @HUMBER

## A Life Saved at Humber: Augusto Hablich



**Augusto with his care team (L-R):** Patty Quinan, Vascular Access Coordinator; Dr. Kerry Graybiel, Head of Vascular Surgery; Dr. Luis Figueroa, Vascular Surgeon

Augusto has faced many health challenges in his life: he struggles with Type II Diabetes, has had one of his legs amputated and is a three-times-a-week dialysis patient at Humber. These are not easy things to manage but his frequent visits to the Hospital contributed to saving his life.

When he was at Humber for one of his recent dialysis treatments, Augusto began experiencing chest pain. X-Rays and CT Scans revealed blood in his chest and it was determined that he was suffering a thoracic aortic rupture – a life-threatening emergency. Time is not on your side with this kind of a rupture; 90% of people who experience them do not make it to the hospital. Of the people that do make it to hospital, only 50% survive. Because Augusto was already at Humber, an emergency vascular surgery team, led by vascular surgeon Dr. Luis Figueroa, was able to react immediately.

Dr. Figueroa assessed that Augusto's rupture could be treated using the endovascular method which only requires a pin-sized hole through which surgical tools are deployed to repair the aortic rupture from the inside. The alternative is opening the patient's chest cavity completely which, for Augusto, would not have been a good option. This is an invasive operation that requires a lengthy recovery and Augusto would likely not have survived this type of surgery.

Augusto had one final request for Dr. Figueroa before heading into surgery: "I'm not ready to die, please do everything you can to save my life." Thankfully Dr. Figueroa is fluent in Spanish because Augusto does not speak much English – a reassuring coincidence during a frightening ordeal. Dr. Figueroa understood his patient's pleas and, like with any surgery he performs, he did whatever he could for his patient.

### Inside

- Message from Dr. Figueroa \_\_\_\_\_ 2
- Paul B. Helliwell Foundation \_\_\_\_\_ 3
- Jack and Pat Kay \_\_\_\_\_ 3
- Humber Difference: Vascular Surgery \_\_\_ 4
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Being in the right place at the right time, finding a doctor who speaks your language, being treated in North America's most digital

[CONTINUED ON NEXT PAGE](#)



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For decades the Kay Family has personally supported the Mental Health Program here at Humber and their recent investment will have a huge impact. "We have been affected by mental health first hand. Our son has faced challenges and we have witnessed the difficulty in accessing resources," says Pat Kay. "It is wonderful to see mental health being talked about more these days but the reality is there is still a stigma and still a huge need for funding, especially in community hospitals. Humber is our Hospital, we see the need for this clinic in the community and we are proud to support it."

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For decades the Kay Family has personally supported the Mental Health Program here at Humber and their recent investment will have a huge impact. "We have been affected by mental health first hand. Our son has faced challenges and we have witnessed the difficulty in accessing resources," says Pat Kay. "It is wonderful to see mental health being talked about more these days but the reality is there is still a stigma and still a huge need for funding, especially in community hospitals. Humber is our Hospital, we see the need for this clinic in the community and we are proud to support it."

Thank you Jack and Pat for all that you do for Humber.

CONTINUED FROM FRONT PAGE

Hospital all combined to help Augusto get through this traumatic health journey. The incredibly skilled surgeon, Dr. Figueroa, and his team of anesthesiologists, nurses and healthcare professionals saved Augusto. Our donors and supporters are also a big part of this happy ending. It's because of your continued commitment to helping Humber reinvent patient care that we are able to be there with the right technology and tools for patients like Augusto. For all that you have done and continue to do, thank you.

Being a patient at North America's most digital Hospital where the most advanced medical care is available is an important part of Augusto's story. The endovascular surgery that he qualified for was made possible with leading edge technology available at Humber.



**Dr. Luis Figueroa**  
Vascular Surgeon  
Humber River Hospital

Dear Friends,

Please doctor, do what you have to, I'm not ready to die.

I'll never forget those words. My patient, Augusto, said them to me minutes before we rushed him into one of our interventional radiology suites for emergency surgery.

We don't leave many things to chance in medicine. But Augusto's story that you've just read was the culmination of a variety of unlikely factors coming together in exactly the right place and at exactly the right time. As a generous donor, you are an essential part of that serendipity.

Thanks to your support, I was able to operate on Augusto in a state-of-the-art suite where a Discovery IGS imager helped me see the tiniest veins in his body. Using a minimally invasive

technique, we repaired Augusto's aortic rupture using a hairline incision, which was especially important since he would not have survived an open procedure due to his complex health issues.

Today, when I see Augusto and we exchange pleasantries in Spanish, our native language, I think back to that day and I'm grateful that I was here to save him. Every day going forward, when I'm operating on a patient I will think of all the donors who made this remarkable Hospital possible.

Thank you for giving me the tools I need to save lives. I can tell you, from the front lines, there will always be more patients to save and we will always need your support to bring innovation, technology and new thinking to Humber. Please continue to consider Humber when you are making your charitable contributions this year - many lives in our community depend on it.

## Thank You for Investing in Patient Care Reinvented

The following individuals and organizations have answered the call for better healthcare by recently donating more than \$100,000 in support of Humber River Hospital.

- \$512K**  
The Paul B. Helliwell Foundation
- \$480K**  
Jack & Pat Kay
- \$250K**  
Michael & Margaret Marrese
- \$150K**  
Emery Village Charities
- \$100K**  
John O'Connell



L-R: Colleen Albiston, President and CEO, HRH Foundation; David Gilmer, VP Development, HRH Foundation; John Jenah, President, Paul B. Helliwell Foundation; Dr. John Hagen, Chief of Surgery, Humber River Hospital

## Paul B. Helliwell Foundation Invests in OR Black Box Research Project

As Dr. John Hagen, the Chief of Surgery at Humber River Hospital will tell you, "It's the strangest thing to be a surgeon because other than your patients' results, you don't really have any way of knowing how you're doing or what areas you could improve."

Aware of the profound impact that recording technology had on the aviation industry in reducing errors and saving lives, Dr. Hagen has welcomed a similar technology into 3 of the 16 Humber River Hospital operating rooms: the OR Black Box.

This technology (which includes cameras, audio equipment, an extremely powerful computer, specialized analyzing software and much more) captures what goes on during

surgery, including conversation, number of people in the room, how many times the door to the OR opens and closes and patient vital signs. The laparoscopic videos (footage taken by cameras inside the patient) are analyzed and can be reviewed by the Humber River Hospital surgeons to see where improvements in technique could be made. A computer algorithm also detects and flags moments of interest to be evaluated and areas for improvement are reported back to the Hospital. All of these features offer surgeons a unique opportunity to learn and improve skills anonymously, resulting in better patient outcomes.

St. Michael's Hospital is the headquarters for the Black Box research project and collects

data from participating hospitals across Canada in the hopes of one day sharing consolidated results, trends and learnings with the international medical community. Humber is proudly at the forefront of this international research project to improve surgical safety thanks to the support from our donors.

The Black Box Technology was made possible by a generous donation from the Paul B. Helliwell Foundation. "I think consistently learning and improving is essential in any field but when it comes to surgery, it's perhaps even more vital," says John Jenah, President of the Paul B. Helliwell Foundation. "Patients should feel reassured that Humber is investing in this practice. Humber and Dr. Hagen care deeply about their surgical staff being the best they can possibly be but also about sharing knowledge with others in the field. I'm so proud that the Paul B. Helliwell Foundation is on the ground floor of bringing this technology to Humber River Hospital."

Patients should feel reassured that Humber is investing in this practice.

## Jack and Pat Kay: Child and Adolescent Urgent Care Mental Health Clinic



The Child and Adolescent Mental Health Program at Humber River Hospital is expanding thanks to the generous support of our longtime donors and volunteers Jack and Pat Kay.

Our Urgent Care Clinic bridges an important gap between young mental health patients admitted through the Emergency Department (ED) at Humber who are treated for acute conditions and are deemed healthy enough to be discharged. Although these young patients may not require admission as an inpatient, many still require support. The Urgent Care Clinic, staffed with a social worker and psychiatrist, is open seven days a week to provide three to six follow up appointments for child and adolescent mental health patients post discharge. This clinic supports vulnerable patients and connects them to other community resources to support them in avoiding future crises. This is a benefit for mental health patients in our community as well as a vital partnership with our Emergency Department. This support will reduce

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Thank you Jack and Pat for all that you do for Humber.

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## A Life Saved at Humber: Augusto Hablich



**Augusto with his care team (L-R):** Patty Quinan, Vascular Access Coordinator; Dr. Kerry Graybiel, Head of Vascular Surgery; Dr. Luis Figueroa, Vascular Surgeon

### Inside

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- Paul B. Helliwell Foundation \_\_\_\_\_ 3
- Jack and Pat Kay \_\_\_\_\_ 3
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- Allison Family Tree \_\_\_\_\_ 6
- High Impact: Dialysis \_\_\_\_\_ 7

“I’m not ready to die, please do everything you can to save my life.”

Augusto has faced many health challenges in his life: he struggles with Type II Diabetes, has had one of his legs amputated and is a three-times-a-week dialysis patient at Humber. These are not easy things to manage but his frequent visits to the Hospital contributed to saving his life.

When he was at Humber for one of his recent dialysis treatments, Augusto began experiencing chest pain. X-Rays and CT Scans revealed blood in his chest and it was determined that he was suffering a thoracic aortic rupture – a life-threatening emergency. Time is not on your side with this kind of a rupture; 90% of people who experience them do not make it to the hospital. Of the people that do make it to hospital, only 50% survive. Because Augusto was already at Humber, an emergency vascular surgery team, led by vascular surgeon Dr. Luis Figueroa, was able to react immediately.

Dr. Figueroa assessed that Augusto’s rupture could be treated using the endovascular method which only requires a pin-sized hole through which surgical tools are deployed to repair the aortic rupture from the inside. The alternative is opening the patient’s chest cavity completely which, for Augusto, would not have been a good option. This is an invasive operation that requires a lengthy recovery and Augusto would likely not have survived this type of surgery.

Augusto had one final request for Dr. Figueroa before heading into surgery: “I’m not ready to die, please do everything you can to save my life.” Thankfully Dr. Figueroa is fluent in Spanish because Augusto does not speak much English – a reassuring coincidence during a frightening ordeal. Dr. Figueroa understood his patient’s pleas and, like with any surgery he performs, he did whatever he could for his patient.

Being a patient at North America’s most digital Hospital where the most advanced medical care is available is an important part of Augusto’s story. The endovascular surgery that he qualified for was made possible with leading edge technology available at Humber. All of Humber’s technology is in place for one reason: to enhance patient outcomes. Augusto was treated in one of our Interventional Radiology Suites – a hybrid OR which is equal parts surgical suite and highly advanced medical imaging space, complete with state-of-the-art Discovery IGS technology. It was this powerful imaging tool that made Augusto’s endovascular surgery possible.

Being in the right place at the right time, finding a doctor who speaks your language, being treated in North America’s most digital

[CONTINUED ON NEXT PAGE](#)

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## Your support at work: 'Pepper' the robot in action!

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questions, including: *How are you?, Where do you come from?, Are you hungry?, Can you be my best friend?*

As a friend of Humber River Hospital, you are part of this story too! Your support of the Foundation will help us buy new Pepper robots right away!

Every day, Pepper is jetting

around our hallways providing joy and delight, but also teaching patients about upcoming procedures and sharing in their experiences here. And Pepper has sure been busy:

- Greeted **7043** unique visitors
- Answered **955** questions
- Told **378** stories
- Played **1167** games

Do you remember the story of Amanda? Pepper was part of her daughter Emily's care here: *"Emily and Pepper were about the same size and height. Emily was very taken with Pepper, and Pepper added to Emily feeling safe at Humber...not to mention having a fun and interesting experience. We received excellent attention and we felt safe the whole time. That's what we all want in a Hospital, isn't it? To feel taken care of and safe. They really cared about us."*

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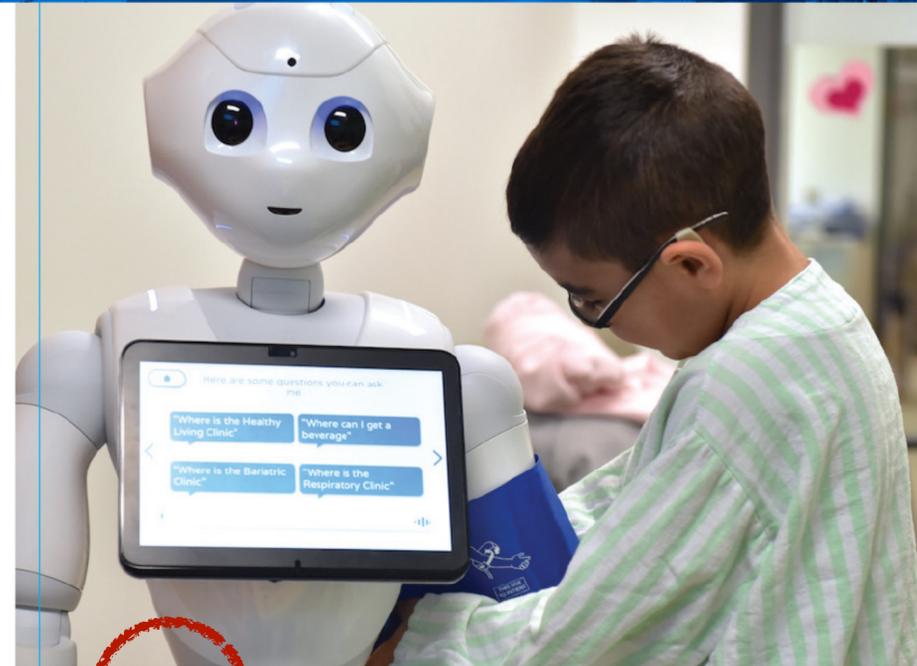
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## Meet Monica, our nurse navigator

*“Even facing a serious diagnosis, I want people to feel less anxious, maybe even leave my office smiling!”*

“People come when they are first diagnosed with breast cancer and are full of emotions, questions and uncertainty. My goal is to take away some anxiety and talk about the process in a way that makes them feel empowered. It’s very flexible and based on the

unique needs of each patient.”  
Monica is our Oncology Nurse Navigator for Breast Health—her position is the only one of its kind at Humber. “Moving from diagnosis to surgery and then to treatment—you have different needs at different times and



I’m here to help you navigate those transitions.”

“Right now I’m working with 119 patients, and I’ve seen over 400 in total. I hear all the time from patients that my role makes their journey easier. This program embodies Humber’s value of compassion.”

*Monica consistently handles herself with tact and sensitivity. From day 1 of my breast cancer diagnosis, Monica played a critical role in improving every aspect of my cancer treatment journey. It was a challenging road, but Monica always put me at ease. Monica’s intelligence, compassion and calm nature makes her an extremely effective Nurse Navigator. – Shaniza, Grateful Patient*

## Meet Rob, a grateful patient helped in our emergency department

*How Your Investment in “Behind The Scenes” Technology Improves Our Patient Experience*

Rob came to the Apotex Emergency Department in agonizing pain. Only a few days earlier, he’d visited another Hospital, where he felt his pain had been dismissed by staff. When his pain did not subside, he came to Humber. “The difference was night and day,” Rob remembered.

He was immediately given an ultrasound and x-ray: it was kidney stones. This fast diagnosis allowed staff to prescribe Rob with proper medication right away to deal with his pain.

While Rob waited to see a doctor, the monitor in Emergency allowed him to track and estimate his wait time. “Just knowing where I stood felt reassuring. And staff showed me the MY Humber Health app, where I could see my

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What Rob didn’t know was that **Canada’s first Hospital Command Centre**, our “mission control”—was silently working behind the scenes to create his positive experience. The Command Centre includes cameras that show when backlogs begin, and predictive technology helps schedule staff so we can handle patients in Ontario’s busiest single-site Emergency.

Because of the Command Centre—supported with gifts from caring donors like you—while we have seen a steady increase in patient volumes in the last year, we have reduced wait times and improved patient care!



## Do you know Josephine?

*It’s taken 8 years of selling cookies, trinkets, scarves, poems and more, but Josephine has raised \$25,000 for our Hospital—and counting!*

At 87, healthy and active Josephine was diagnosed with stomach cancer. She met surgeon Dr. Alexander Iskander and oncologist Dr. Jonathan Wilson, who vowed to do everything they could to save her life, and keep her going for years to come.

Josephine remembers being really nervous at first, but her doctors answered all her questions and she trusted them completely. “Dr. Iskander saved my life and Dr. Wilson keeps me alive!” says Josephine, who today is 96. “I’m so grateful to be able to spend more time

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Josephine knew she wanted to support the team who saved her life, and started raising money for Humber a year after her surgery. Thank you Josephine for your kind and caring support!

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Josephine remembers being really nervous at first, but her doctors answered all her questions and she trusted them completely. “Dr. Iskander saved my life and Dr. Wilson keeps me alive!” says Josephine, who today is 96. “I’m so grateful to be able to spend more time

with my family.”

Josephine knew she wanted to support the team who saved her life, and started raising money for Humber a year after her surgery. Thank you Josephine for your kind and caring support!

## Meet Monica, our nurse navigator

*“Even facing a serious diagnosis, I want people to feel less anxious, maybe even leave my office smiling!”*

“People come when they are first diagnosed with breast cancer and are full of emotions, questions and uncertainty. My goal is to take away some anxiety and talk about the process in a way that makes them feel empowered. It’s very flexible and based on the

unique needs of each patient.”  
Monica is our Oncology Nurse Navigator for Breast Health—her position is the only one of its kind at Humber. “Moving from diagnosis to surgery and then to treatment—you have different needs at different times and



I’m here to help you navigate those transitions.”

“Right now I’m working with 119 patients, and I’ve seen over 400 in total. I hear all the time from patients that my role makes their journey easier. This program embodies Humber’s value of compassion.”

*Monica consistently handles herself with tact and sensitivity. From day 1 of my breast cancer diagnosis, Monica played a critical role in improving every aspect of my cancer treatment journey. It was a challenging road, but Monica always put me at ease. Monica’s intelligence, compassion and calm nature makes her an extremely effective Nurse Navigator. – Shaniza, Grateful Patient*

## Meet Rob, a grateful patient helped in our emergency department

*How Your Investment in “Behind The Scenes” Technology Improves Our Patient Experience*

Rob came to the Apotex Emergency Department in agonizing pain. Only a few days earlier, he’d visited another Hospital, where he felt his pain had been dismissed by staff. When his pain did not subside, he came to Humber. “The difference was night and day,” Rob remembered.

He was immediately given an ultrasound and x-ray: it was kidney stones. This fast diagnosis allowed staff to prescribe Rob with proper medication right away to deal with his pain.

While Rob waited to see a doctor, the monitor in Emergency allowed him to track and estimate his wait time. “Just knowing where I stood felt reassuring. And staff showed me the MY Humber Health app, where I could see my

test results right away and prepare follow-up questions for when it was my turn to see the doctor. It really helped me.”

What Rob didn’t know was that **Canada’s first Hospital Command Centre**, our “mission control”—was silently working behind the scenes to create his positive experience. The Command Centre includes cameras that show when backlogs begin, and predictive technology helps schedule staff so we can handle patients in Ontario’s busiest single-site Emergency.

Because of the Command Centre—supported with gifts from caring donors like you—while we have seen a steady increase in patient volumes in the last year, we have reduced wait times and improved patient care!



## Do you know Josephine?

*It’s taken 8 years of selling cookies, trinkets, scarves, poems and more, but Josephine has raised \$25,000 for our Hospital—and counting!*

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**H+**  
HUMBER RIVER  
HOSPITAL FOUNDATION  
1235 WILSON AVE, LEVEL 1,  
TORONTO, ON M3M 0B2



YOUR NEW FALL NEWSLETTER ENCLOSED:  
YOU make these stories possible!



September 28, 2018

Dear Friend,

You'll find enclosed the very latest news and stories about your gifts in action here at Humber River Hospital! **Thank you for your kind and caring support to help patients and families at our Hospital.**

In your newsletter, you'll meet 'Pepper' the robot—and learn about how you can help us purchase more Pepper robots to help even more kids and families! You'll also meet Monica, Rob, Josephine and read more about Humber in our neighbourhood.

Every single day, your gifts provide critical support to patients and families in our Hospital. We are so grateful for your continued generosity! **Your gifts make these stories possible.**

You'll also see that we are gathering Humber stories—and we would love to hear from you! On the enclosed reply form you'll find a space where you can connect with us to share your Humber memory, reflect on our history or give us your ideas for future articles you'd like to read.

And, if you wish, it would be amazing if you could make a special gift to our Hospital today. Your gift will go to work immediately helping patients and families here right now. **Your gift—of any amount you can give—would be tremendous and deeply appreciated! Thank you!**



Yours, for the health of our neighbours,

*Helga Schneider*

Helga Schneider, VP Donor Relations

**P.S. Thank you for your helpful and compassionate support of our Hospital. You can provide crucial help with your gift today—and we would love to hear your story too!**



1235 WILSON AVE, LEVEL 1, TORONTO, ON M3M 0B2  
416-242-1000 x81500 | hrhfoundation.ca | foundation@hrh.ca



RE ID/Appeal Code

**Yes, Helga! I'll help patients and families right now! Here is my gift of:**

\$X  \$XX  \$XXX  Other \$\_\_\_\_\_

I have enclosed my cheque, payable to **Humber River Hospital Foundation.**

**OR**

I prefer to pay by credit card.

Please charge my  VISA  MasterCard  AMEX

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Your Humber Stories!** We love hearing from you! Here, you can share a recent story, or a memory from the past that celebrates Humber's history. You can also use this space to tell us what you would like to read about in future issues of your newsletter. Thank you!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Ms. Jen Love  
123 Anystreet Blvd  
Yourcity Town, ON  
LoL oLo

RE ID/Appeal Code

1235 WILSON AVE, LEVEL 1, TORONTO, ON M3M 0B2  
416-242-1000 x81500 | hrhfoundation.ca | foundation@hrh.ca Charitable Business # 11930 6306 RR0001

# @HUMBER

## A Life Saved at Humber: Augusto Hablich



Augusto with his care team (L-R): Patty Quinan, Vascular Access Coordinator; Dr. Kerry Graybiel, Head of Vascular Surgery; Dr. Luis Figueroa, Vascular Surgeon

### Inside

- Message from Dr. Figueroa \_\_\_\_\_ 2
- Paul B. Helliwell Foundation \_\_\_\_\_ 3
- Jack and Pat Kay \_\_\_\_\_ 3
- Humber Difference: Vascular Surgery \_\_\_ 4
- Best of Italy \_\_\_\_\_ 5
- Allison Family Tree \_\_\_\_\_ 6
- High Impact: Dialysis \_\_\_\_\_ 7

I'm not ready to die, please do everything you can to save my life.

Augusto has faced many health challenges in his life: he struggles with Type II Diabetes, has had one of his legs amputated and is a three-times-a-week dialysis patient at Humber. These are not easy things to manage but his frequent visits to the Hospital contributed to saving his life.

When he was at Humber for one of his recent dialysis treatments, Augusto began experiencing chest pain. X-Rays and CT Scans revealed blood in his chest and it was determined that he was suffering a thoracic aortic rupture – a life-threatening emergency. Time is not on your side with this kind of a rupture; 90% of people who experience them do not make it to the hospital. Of the people that do make it to hospital, only 50% survive. Because Augusto was already at Humber, an emergency vascular surgery team, led by vascular surgeon Dr. Luis Figueroa, was able to react immediately.

Dr. Figueroa assessed that Augusto's rupture could be treated using the endovascular method which only requires a pin-sized hole through which surgical tools are deployed to repair the aortic rupture from the inside. The alternative is opening the patient's chest cavity completely which, for Augusto, would not have been a good option. This is an invasive operation that requires a lengthy recovery and Augusto would likely not have survived this type of surgery.

Augusto had one final request for Dr. Figueroa before heading into surgery: "I'm not ready to die, please do everything you can to save my life." Thankfully Dr. Figueroa is fluent in Spanish because Augusto does not speak much English – a reassuring coincidence during a frightening ordeal. Dr. Figueroa understood his patient's pleas and, like with any surgery he performs, he did whatever he could for his patient.

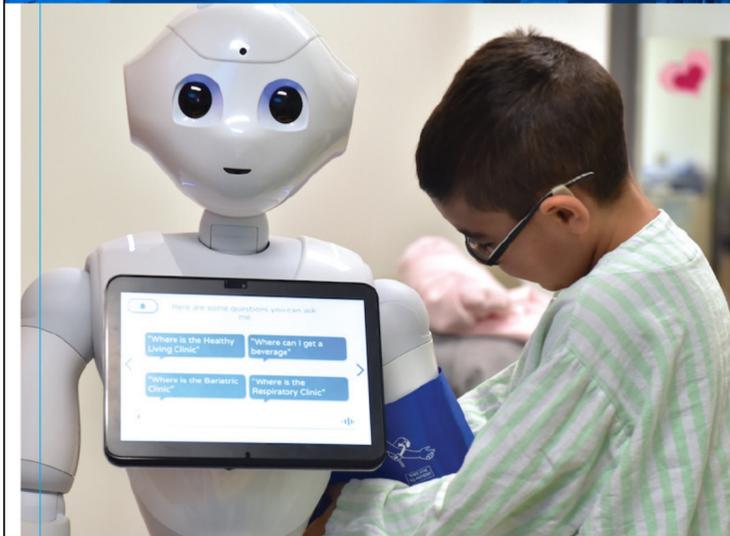
Being a patient at North America's most digital Hospital where the most advanced medical care is available is an important part of Augusto's story. The endovascular surgery that he qualified for was made possible with leading edge technology available at Humber. All of Humber's technology is in place for one reason: to enhance patient outcomes. Augusto was treated in one of our Interventional Radiology Suites – a hybrid OR which is equal parts surgical suite and highly advanced medical imaging space, complete with state-of-the-art Discovery IGS technology. It was this powerful imaging tool that made Augusto's endovascular surgery possible.

Being in the right place at the right time, finding a doctor who speaks your language, being treated in North America's most digital

CONTINUED ON NEXT PAGE

BEFORE

# @YOUR HUMBER



## Your support at work: 'Pepper' the robot in action!

"Can you be my best friend?"

Have you met Pepper the robot? Pepper is a special new addition to the Humber family, here to comfort, entertain and educate even our youngest patients and their families. Pepper shares stories, provides directions, plays music and games, does yoga, dances and will even take a selfie with you! Pepper is also programmed to answer commonly asked

questions, including: *How are you?, Where do you come from?, Are you hungry?, Can you be my best friend?*

As a friend of Humber River Hospital, you are part of this story too! Your support of the Foundation will help us buy new Pepper robots right away!

Every day, Pepper is jetting

around our hallways providing joy and delight, but also teaching patients about upcoming procedures and sharing in their experiences here. And Pepper has sure been busy:

- Greeted **7043** unique visitors
- Answered **955** questions
- Told **378** stories
- Played **1167** games

Do you remember the story of Amanda? Pepper was part of her daughter Emily's care here: *"Emily and Pepper were about the same size and height. Emily was very taken with Pepper, and Pepper added to Emily feeling safe at Humber...not to mention having a fun and interesting experience. We received excellent attention and we felt safe the whole time. That's what we all want in a Hospital, isn't it? To feel taken care of and safe. They really cared about us."*

Right now, we are looking to you and all our friends to help us purchase more Pepper robots to help more kids and families!

AFTER

**Average gift for appeals : \$70+**  
**Average gift for this newsletter: \$161**

**We also sent it to long lapsed  
(2012, 2013, 2014, 2015)**

**33% of the total came  
from those donors!**

## @ YOUR HUMBER



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## Rule/Consideration 10

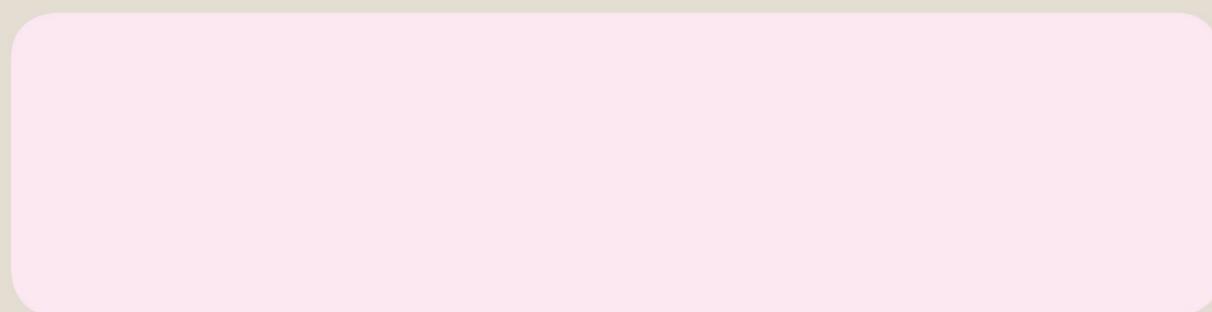
The importance of  
surprise and delight

**BEEP!**

**BEEP!**



CANADA		POSTES
POST		CANADA
Postage paid		Port payé
Addressed Admail		Médiaposte avec adresse
1010943		



**BEEP!**  
**BEEP!**

March 30, 2011

**You can help Second Harvest buy ME!**  
**I'm a shiny new truck and I want to rescue food that would  
otherwise go to waste and deliver it to hungry people!**

Dear Jen,

I have a dream.

I have a dream that I start up every morning and rev my engine with joy knowing that today, I will be driving around Toronto delivering food to hungry men, women and children in our city.

Sure, I could be bought by some fancy company and maybe deliver diamonds or plasma TVs, but I believe I was built for something more.

As soon as my spark plug fired, I knew I was destined for greatness.

And you can help!

Right now, I'm sitting on this lot waiting to be bought. And I hear the sales guys here in their shiny suits talking about the interested customers, but I only care about one customer -- and I know you care about them too.

Second Harvest.

I hear you are a supporter of Second Harvest. Good for you! You'll also find in this package a letter from Joe over at Second Harvest and he can tell you more about exactly why they need this truck right now and what you can do to make it happen.

Please, help Second Harvest deliver more food to hungry people -- and fulfil my destiny too!

Beep Beep,



Future Truck of Second Harvest

**BEEP!**  
**BEEP!**

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We are delighted to tell you that The Pottruff Family Foundation has just offered to match your gift today!

Marie from The Pottruff Family Foundation has a special message for you. She said, "We hope this inspires others to give! We will match all donations up to half the value of the truck. Join us in supporting this terrific initiative and help Second Harvest buy their new truck!"

That means we need to raise \$65,000 from our caring supporters to purchase our new truck! Please, send your gift today and it will be matched!





**YES, TRUCK!** Here are your keys! I'll help buy you  
for Second Harvest! Here is my gift of:

Please  
attach sticker to  
your choice

\$X

Please  
attach sticker to  
your choice

\$XX



\$Other\_\_\_\_\_

Please  
attach sticker to  
your choice

\$65,000

(I'll buy the other  
half of the truck!)

Ms. Jen Love  
71 Euclid Ave.  
Waterloo, ON N2L 1Z2

Remember your gift  
will be matched today!

- I have enclosed a cheque payable to Second Harvest **OR**  
 I prefer to pay by credit card. Please charge my  VISA  Mastercard  Amex

Card Number:

Expiry:

Signature:

Thank you for your gift to Second Harvest! We would be delighted to speak to you anytime about your support. You can call us at 416.408.2594 to ask about your gift in action, or other ways you can support our cause, including our Partners Against Hunger monthly giving program, leaving a gift in your will or volunteering with us.

Please tick here if you would like to remain anonymous

**YES, TRUCK!** Here are your keys! I'll help buy you for Second Harvest! Here is my gift of:

Please attach sticker to your choice

\$X

Please attach sticker to your choice

\$XX



\$Other \_\_\_\_\_

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(I'll buy the other half of the truck!)

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**BEEP!**

**BEEP!**





Final thought:

Design is more than just  
making pretty pictures.



Thank you *Colorado Springs!*

@johnlepp  
[john@agentsofgood.org](mailto:john@agentsofgood.org)