

August 15, 2020

Dear Friends,

RE: Urgent Appeal to Sponsor the Aid To Women Cash Calendar Lottery

Aid To Women is a Christian charity that for over 32 years, has offered supportive options and practical help to pregnant women in crisis, enabling them to choose life for their unborn children.

In many ways we are a unique registered charity serving the needs of women in distress. In practical terms we are:

- The **only pregnancy care centre in Canada** located beside an abortion facility.
- Often the **very last chance** for women and babies to find an alternative to abortion
- Able to assist women in making life affirming choices, with **practical support and professional services free of charge** such as counseling, housing, legal and material aids such as diapers, clothing, strollers and car seats.
- Making a **firm commitment** to accompany each mother throughout her pregnancy and until the child is 2 years of age.

As a result of the COVID-19 pandemic our funding support from events and churches stopped in March 2020. We relied heavily on this for the survival of our agency. We have sadly suspended offering full services to our clients. In addition, 80% of our staff were laid off. Due to ongoing uncertainty, we are facing an upcoming fall where these programs and services will continue to be affected without financial support.

We have been overwhelmed with the heartfelt inquiries from friends of Aid To Women who have been looking to support our operational costs needed to ensure our facility is kept safe and ready to re-open giving future generations of women the needed support when they are facing a crisis pregnancy.

During the months of this pandemic, Aid To Women continues to cover its monthly expenses which average \$16,000 per month. These monthly expenses include, but are not limited to:

- Property tax
- Insurance
- Utilities
- Office and Administration
- Technical Infrastructure
- Maintenance
- Material aid to existing clients

All of the items listed above must continue to be paid, even now when we have lost the majority of our income. At the current rate, Aid To Women's ability to sustain operations, of any kind, will be difficult without your help.

In order to continue fulfilling our Mission, we have decided to roll out our fall fundraising campaign which includes an **Aid To Women Cash Calendar, Daily Lottery for the 2021 year!** We hope through the calendar and other fundraisers, we will raise \$100,000 this season to allow Aid To Women to be here for the current and future women facing a crisis pregnancy and their babies. We recognize this is a daunting amount, but it is hard to place a price on the lives of the babies we are saving.

This letter is to ask you and your company to consider assisting us by joining **as a business sponsor** of the Calendar. **Please find enclosed a business sponsorship brochure for your consideration,** showcasing the various levels of sponsorship available.

Please consider sharing this message with your friends and family. Should you wish to make a financial contribution please visit, www.aidtowomen.ca. Supporters who prefer to send a cheque are also welcome to do so, sending it directly to the Aid To Women office.

Thank you in advance for your support. We are very grateful to you for sharing our message with your friends and family!

Thank you and God bless,

Mary Helen Moes
Executive Director
Aid To Women