

January 7, 2013

Dear Mr. Fulgenzi,

Thank you so much for participating in last year's "Have a Heart Campaign" with the Animal Protective League. We are in the process of organizing this year's fundraiser, and we would love for you to be a part of it once again! About twenty local businesses joined us in 2012 in raising over \$1600. We hope this year to raise even more funds to help the homeless cats and dogs of Springfield and Sangamon County. With your help, we believe we can reach our goal of \$2500!

APL is a local, private, nonprofit organization that was founded in 1954. We are dedicated to caring for ill, injured, and abused homeless animals and coordinating the adoption of those animals by responsible pet owners. Our Spay/Neuter Clinic, which opened in 2006, is further committed to ending companion animal overpopulation by offering high-quality, low-cost spay/neuter services. Ninety-eight percent of every dollar raised directly benefits the animals of APL by providing necessary food, supplies, vaccines, medical treatment, and care and by supporting our community programs including Pet Therapy, Humane Education, and Humane Investigations.

By including local businesses and organizations in our fundraising efforts, we hope to strengthen our bonds within the community and create an atmosphere of compassion and caring in Springfield and beyond. We appreciate every bit of support we receive, and we'd like to support you in return! We will list all participating businesses on our website and Facebook page and promote these businesses throughout the months of February and March. Each participant will also be listed in the "Special Thanks" section of our next newsletter, which reaches over 15,000 people. We will be encouraging all our supporters to "Have a Heart" by visiting participating venues to make their donations!

The "Have a Heart Campaign" will run during the month of February. We will provide promotional posters in the last week of January. All participants will receive bright pink and red paper hearts to display on walls, counters, or storefront windows. Each of your customers who donates \$1 or more can write a name or message on a small heart for display; customers who donate \$5 or more can display a large heart. You are not required to display the hearts, however, we encourage you to do so—we would love to share photos of your "Have a Heart" display to help promote your business! Joining the campaign is easy. Just let us know by January 29th that you would like to get involved, and we will deliver your supplies by the end of the month.

Thank you again for your past and continual support. We look forward to hearing from you soon!

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