

Dear Family and Friends,

I recently accepted the challenge to raise funds to support The Leukemia & Lymphoma Society of Canada’s Light The Night event on October 23rd, 2021.

When you or someone you love hears the words “you have cancer”, it’s one of the darkest moments in your life. Light The Night celebrates cancer survivors, honours those we’ve lost and gives hope to those facing a blood cancer. It’s more than a walk, more than a broadcast, and more than a fundraiser. The Light The Night community shines as a beacon of hope in time of despair, a sanctuary of solidarity in a place of loneliness and a haven of support when you don’t know where to turn.

Helping the blood cancer community is near and dear to my heart. In this time of uncertainty, Canadians affected by blood cancers face even more challenges. **They need our support now more than ever.**The money raised helps fund research and critical programs and services that help support Canadians at every step of their blood cancer experience.

**I’ve made a personal donation of $[insert amount] to kick-off my fundraising efforts.** Participating and donating is my way of impacting the lives of those touched by cancer. But I cannot do it alone.

**I need your help to make a difference.** Please consider donating what you can at [insert personal page link]. Your support means everything to me and to those affected by blood cancers.

You are more powerful than you know…Your light dispels darkness. Your light defies despair. Your light defeats loneliness. You Make Everything Possible!

*In past years I have [enter the type of fundraising initiative you have organized previously]. However, as you know, COVID-19 continues to evolve and I want to make sure we limit any risk of spreading the virus, particularly for people already dealing with an existing illness like cancer. For this reason, I’m not holding the event this year and I’m asking you to make a tax receiptable donation instead. Your donation will help me reach my fundraising goal and help advance blood cancer research despite the pandemic.*

To learn more about Light The Night and its impact in the community, go to [www.lightthenight.ca](file:///C%3A%5CUsers%5Ccalderj%5CAppData%5CRoaming%5CMicrosoft%5CWord%5Cwww.lightthenight.ca).

With thanks,
[First Name]