Dear <Name>,

It is with great enthusiasm that I invite you to support my fundraising efforts through The Jim Abernethy Challenge and in support of The Leukemia & Lymphoma Society of Canada (LLSC).

Over the next four weeks my team <TEAM NAME> will compete in a <Run/walk, cycle, movement> challenge to raise funds for blood cancer research and support services.

Every 24 minutes a Canadian is diagnosed with a blood cancer and it is one of the most isolating and overwhelming experiences. The LLSC is the only not-for-profit in Canada dedicated to all blood cancers. And much like how we are all striving to regain momentum because of the pandemic, The LLSC, researchers and families impacted by blood cancer are looking to do the same. The scientific and patient communities are facing unprecedented challenges as research is telling us there will be an expected 20% increase in cancer-related deaths in the next year. Organizations like The LLSC are at the forefront of funding the best [Canadian researchers](https://www.llscanada.org/2021-research-funding) and [supporting families](https://www.llscanada.org/support-resources), when they need it most.

Because of the success of campaigns like The Jim Abernethy Challenge has raised $650,000 since its inaugural year, the LLSC has funded the highest number of research grants in its 67-year history, funding over $4M, this year. I am pleased to share that $1M of these funds are directed towards pediatric blood cancer research. With your support, LLSC’s goal is to fund $5M worth of research next year. Why does this matter? In our lifetime we are making life altering progress in treatment and cures. To give you an example, in the last 50 year’s survival for the most common childhood cancer, Acute Lymphoblastic Leukemia has come from 20% survival to over 90% survival. If we have come this far in the last 50 years, then in our lifetime we believe we can cure childhood blood cancers.

Any donation you make will be greatly appreciated. You can donate directly to my page following this link <INSERT LINK>

Thank you for your consideration.

Sincerely,

NAME

*The Leukemia & Lymphoma Society of Canada (LLSC) is the leading non-profit voluntary health organization dedicated to finding cures for blood cancers and ensuring that people with a blood cancer have access to life-saving treatments. Each year, more than* ***22,000*** *Canadians are diagnosed with a form of blood cancer. Through its fundraising programs, LLSC has invested more than* ***$40 million*** *in research to better understand the underlying causes of the disease, develop better therapies, and save more lives. The funds raised through this initiative will be invested in:*

* *Research to advance targeted therapies that are saving lives;*
* *Blood cancer services, information, and support for people affected by a blood cancer;*
* *Public education for healthcare professionals and the blood cancer community*