Dear [Name],

I’m thrilled to invite you to support my fundraising efforts through The Jim Abernethy Challenge, in partnership with The Leukemia & Lymphoma Society of Canada (LLSC).

Now in its fifth year, this challenge holds special significance as it is dedicated to Jim Abernethy, an outstanding member of the Marsh family who sadly succumbed to his battle with lymphoma in 2019. Jim was not only a remarkable leader, colleague, and friend, but he was also an avid cyclist with a passion for staying active. This challenge encourages participants to honour Jim's memory by engaging in activities he loved—whether that’s cycling, running, walking, or any other physical pursuit you enjoy.

Over the next three weeks, my team [TEAM NAME] will be taking part in this challenge, aiming to raise critical funds for blood cancer research and patient support services. To date, The Jim Abernethy Challenge has raised an astounding $1,947,433. These funds have enabled LLSC to:

* Invest $5.1 million into the work of blood cancer researchers across Canada.
* Answer 4,396 calls & emails from people looking for support.
* Educate 7,611 individuals in-person, and 1,816 healthcare professionals, virtually.

Every 17 minutes, a Canadian is diagnosed with a blood cancer. The LLSC is Canada’s only non-profit organization dedicated to all blood cancers, playing a vital role in advancing research and providing essential support to those affected. With your help, we can continue making significant strides toward better treatments and support for patients and their families.

Any contribution you can make will have a profound impact. You can donate directly to my fundraising page by following this link: [INSERT LINK].

Thank you for your support and consideration.

Sincerely,

[Your Name]

**About The Leukemia & Lymphoma Society of Canada**

The Leukemia & Lymphoma Society of Canada is dedicated to funding research and providing support to those affected by blood cancers. Through initiatives like Light The Night and The Jim Abernethy Challenge, LLSC offers hope and resources to patients and their families, driving forward the mission to find cures and ensure access to treatments.