



HOPE & COPE
L'ESPOIR C'EST LAVIE

Date

Address

Dear [NAME],

A cancer diagnosis can be frightening and overwhelming, which is why we, in Montreal, are so fortunate to be able to rely on Hope & Cope. Affiliated with the Jewish General Hospital, Hope & Cope helps people live well at every stage of cancer, offering a wide variety of highly effective programs and services free of charge to patients and their families. Many of these programs are offered in its beautiful Cancer Wellness Centre – a freestanding facility with a warm, welcoming environment conducive to wellness and healing.

Hope & Cope **does not** receive any government funding, relying solely on generous sponsors to keep its services **free of charge**.

That is why I have recently signed up to participate in the 2nd annual *Tell Cancer to Take a Hike* fundraiser in support of Hope & Cope's life-affirming programs. *Kili chez nous* is a series of five (5) hikes taking place from May to November 2019 in the scenic mountain regions of Quebec and Lake Placid.

Our goal is to raise a minimum of \$1,500 each or \$2,500 per family household. You may also consider a sponsorship (view donation and sponsorship form in Fundraising Toolkit) on behalf of your organization.

I am eager to hit the trails in the coming months and excited by the challenge of raising funds for an organization that does so much good for so many people. I can't stress enough that we need your help to have a positive impact on the many people who turn to Hope & Cope for help in dealing with cancer.

I will follow up with you in the coming weeks to discuss your involvement with the 2nd annual *Tell Cancer to Take a Hike* campaign. The success of this fundraising initiative depends on ALL OF US!

Warm regards,

[NAME OF PARTICIPANT]