

May 15, 2010

{Formal Sal]
{Position}
{Organization}
{Add1}
{Add2}
{City}, {ST} {zip}

Dear {Add/Sal}:

Imagine for a moment that a doctor has just told you that your child, or a child you love, has cancer. Treatment is possible; but it must begin right away, and could take up to three years to complete. That life-changing news is delivered an average of two times each week to a family in Central Virginia. This is when ASK goes to work – providing support, comfort, and resources to children and families at the ASK Hematology/Oncology clinic. Our mission is really quite simple -- we just want to make their lives better.

Based in Richmond for over thirty years, ASK is a privately funded non-profit organization relying greatly upon the generosity of individuals, foundations, and corporations in a variety of ways, including special events. For the last twenty-five years the highly successful ASK *Rainbow Gala* raised awareness and friendships that have been the lifeblood of our organization. This year the Board of Directors of ASK hopes you will support us as we conjure up the sights, sounds and drama of vintage Monaco as we stage ***Great Escape: Monte Carlo*** on October 23, 2010 at the Virginia Museum of Fine Arts in the new Cochrane Atrium. The night will feature both live and silent auctions, combined with our own *Casino Royale* and live musical entertainment.

We are seeking items for both our live and silent auction and appreciate your consideration of a contribution and welcome your questions and input.

Sincerely,

Enclosures