McCormick Care Foundation
Enhancing Care and Enriching Lives

SAMPLE ASK LETTER

Most people never give because they were never asked to give!

Below is a sample letter asking for a donation.

Dear [Name],

As social distancing and physical isolation became a part of our daily routines, we began to understand the overwhelming feelings of loss and loneliness being separated from the community can bring us – **feelings that residents and people living with dementia experience in their normal, day-to-day lives.**

McCormick Care Group strives to do everything they can to minimize those feelings of loneliness and isolation by providing residents and people living with dementia and their care partners, access to social and recreation programming. During these unprecedented times, they have continued to offer many of their programs and services virtually, but **they need our help to continue.**

That's why I'm hosting/supporting/participating [event name]. A unique fundraiser provides McCormick teams the tools and resources vital for residents and people living with dementia to lead meaningful lives and create a caring community in which everyone feel a sense of safety, belonging and purpose

By fundraising $x, a person living with dementia and their care partner will be able to attend x number of x program that provides physical exercise, social interaction, and brain stimulation activities.

Thank you for your consideration to help me raise awareness for people living with dementia, their care partners, and McCormick Care Group. You are making the McCormick Difference!

[Sign Off]