



## Donation Letter Template

Be sure to edit/erase all purple text.

It's important to add your own personal touch on what you are sending to team members, friends, family and potential supporters of SunriseWALKS. Add a tag line, favorite quote or the reason that YOU are participating in the SunriseWALKS Virtual Campaign & Celebration. Remember: this is a template. Feel free to personalize the language any way you would like to match your style.

Dear [Insert Name],

Please support me and my Virtual SunriseWALKS team, [Insert Team Name], as we raise money for the Sunrise Association.

As many of you know I have supported the Sunrise Association since [Insert Year]. Their mission is to bring the joys of childhood to children with cancer and their siblings world-wide, through the creation of Day Camps, Year-Round Programs, and In-Hospital Recreational Activities, all offered completely free of charge.

As the rest of the world prepares to open, the children of Sunrise remain vigilant in social distancing and the many precautions we've all adopted over the past months. To continue providing all of their services to their campers, Sunrise has created new programs to address the needs of their families, including **Sunrise on Screens**, a video-based YouTube channel, **Wheels Up**, a CCTV 30-minute taped program currently being shown at Memorial Sloan Kettering Cancer Center, and **Surprises from Sunrise**, which provides personalized gift bags full of toys, puzzles, games and crafts to individual children in the hospitals. To address food insecurity and other immediate needs, they created **Support from Sunrise**, an in-depth Information and Referral Service, and made personal phone calls to more than 1,000 families.

In addition, on June 29 they started their first-ever **Virtual Camp, The Sunrise Experience**, which will allow the magic of Sunrise to be experienced from the comfort and safety of home.

Now more than ever, Sunrise needs our help. On June 28, SunriseWALKS hosted their Virtual Celebration, which featured celebrity guests, surprise performance, and most importantly the Sunrise campers. If you missed it, it's not too late! You can watch it [HERE](#). In addition, the SunriseWALKS Virtual Campaign has been extended so that we can continue raising awareness and funds until the end of summer.

Please consider making a donation at [\[Insert Fundraising URL\]](#).

Thank you for joining me in my efforts to bring the joys of childhood to children with cancer.

With gratitude,  
[Insert Your Name]