

Personal Letter

Purpose: To raise money for the Walk

Who sends this: All corporate team walkers

Who do you send this to: Your friends and family

When is this letter sent out: Immediately after internal kick-off event

Dear Family and Friends,

It's that time of year again! All of us at **(YOUR COMPANY NAME)** are getting ready for the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. With your support, we will continue to help enable people with type 1 diabetes and their loved ones to live healthier lives while we work toward a cure.

Type 1 (juvenile) diabetes often strikes children or young adults, but lasts a lifetime. Children with type 1 diabetes will not outgrow it. People with type 1 diabetes and their families are in a constant struggle to manage blood sugar levels, with multiple insulin injections a day that must be balanced with eating and daily activities, day and night. Insulin is not a cure—it only allows people with diabetes to stay alive.

In addition to the burden of managing the disease, diabetes carries the lifelong threat of other devastating complications such as kidney failure, blindness, amputation, heart attack, and stroke. Thanks to the continuous generosity of family and friends like you, we're making great strides toward better treatments and a cure.

Here are two ways you can help us make a difference for everyone living with diabetes:

- You can join a **(COMPANY NAME)** Walk team, which consists of employees and their families and friends who collect pledges and walk with us.
- Or, you can send a tax-deductible contribution of any amount, made payable to JDRF or the Juvenile Diabetes Research Foundation.

More than 80 percent of JDRF's expenditures support research and research-related education. Last year, our team raised **\$(AMOUNT)**. We plan to exceed that total this year with your help. I hope we can count on you. Thank you so much in advance for your generosity. And if we can help you or your family prepare for the Walk in any way, please let us know.

With sincere thanks,

(NAME)