



February 25, 2010

Ten for Ten

During the depression days of the early 20th century, the phrase, "can you spare a dime", was frequently heard. There has been significant inflation since then, so "Can you spare \$10?"

The primary mission programs of the YWCA of Glendale, especially its domestic violence programs and our shelter, are in danger of being drastically under funded. These programs rely heavily on government funding and last year the funding was severely cut because of state and federal budget deficits. The same may occur again this year.

We are the safety net for many women and children who have been subjected to repeated abuse and battery. Their ability to find resources to enable them to heal and find ways to begin a new life depends solely on programs like ours. For many their very life depends on being able to be taken into a safe haven, a shelter. The stories of what they have endured would pierce your hearts and bring tears to your eyes.

In addition to our domestic violence programs, we also have our program that screens for breast and cervical cancer in women who are not insured and cannot afford the screening. This program has saved the lives of hundreds if not thousands of women in our county.

The "ten for ten" concept is really quite simple. If each of the people attending the Legacy Luncheon were to contact ten friends and ask them in turn to contact ten friends and those friends to contact another ten people etc. and each were to donate only \$10 apiece we could raise significant funds for our endowment. We are embarking on a campaign to raise one million (\$1,000,000) dollars to significantly increase our endowment. We need this increase to deal with present realities of vulnerable government funding. Ask your friends to reply within ten days, send the message on to ten of their friends, and send \$10 to the YWCA of Glendale either at the address below or online at our website listed below.

Your contribution will indeed help to save lives. Each gift is tax deductible.

Thank you,

Valerie Merritt
President, YWCA Board of Directors

Examples of Letters for the Ten for Ten

Sample Email #1

YWCA of Glendale is embarking on a campaign to raise \$1,000,000 for their endowment. The YWCA's domestic violence program saves lives and helps abused women and children rebuild their lives. Their screening program to detect breast and cervical cancer in low-income women also saves lives. The campaign is to help offset the big government funding cuts due to the state and federal budget deficits and increase the stability of their funding. Ten for Ten is a very simple plan to help with their campaign. With our help and the help of our friends we can spread about a chain of generosity to fund a very worthy cause. And our out-of-pocket cost is simply \$10.00.

Follow these simple steps & you can help save lives:

- 1) Send \$10.00 to the YWCA of Glendale at 735 East Lexington Drive, Glendale CA 91206 or by PayPal on their website at: [http:// www.glendaleywca.org](http://www.glendaleywca.org).
- 2) Send this email to ten of your friends and **encourage** them to email their friends to do the same.
- 3) Do both 1) and 2) within ten days.
- 4) Spread the word – let our words make a difference in the lives of those around us.

I sincerely hope you will be as enthused as I am to participate in the Ten for Ten, because these programs won't survive without the assistance from people like us.

Thanks!

Sample Email #2

Hey!

How's it going? I just thought I'd write you to let you know about an important campaign I decided to participate in! You know I hate chain letters or forwarding emails in general, but I learned about this from a friend and this is something I felt was very important. For once, I should get involved. And it's only going to cost me \$10.00! That's like a couple of drinks at Starbucks or the cost of a movie ticket. I think I can skip out on the luxuries of life for one moment to give to a greater cause!

I learned recently that the YWCA of Glendale could be at risk of losing their primary programs such as those that help domestic violence victims obtain assistance and shelter, due to huge government funding cuts. So even though I don't really like to participate in the forwarding of emails, this is one instance where I feel it's important!

So join with me and let's send our \$10.00 to the YWCA in Glendale and make a difference! Then forward this to 10 more people that you believe will want to help out and ask them to give \$10.00.

Thanks!

Contact Information for the YWCA:

Address: 735 East Lexington Drive, Glendale, CA 91206. Website: <http://www.glendaleywca.org>