Dear

I have a special favor to ask of you this holiday season.

Will you please consider adding one more gift to your shopping list?

Will you help me purchase toys and hot meals for under-privileged, homeless and disadvantaged children that live RIGHT HERE in the San Fernando Valley? With connections we have in the toy and food industry, your gift of $25.00 will allow us to purchase 4 brand new toys and provide 4 hot Christmas Meals.

This year, we will give away over 5,000 toys on Saturday December 17th starting at 11am. The event will take place at Sun Valley Middle School. We will usher 1,000 kids at a time into the auditorium where we will sing songs and talk about the importance of the holiday season.

Next, the kids will walk thru the cafeteria, but instead of picking up a lunch tray, they will be able to select the unwrapped toy of their choosing. All brand new toys!

After selecting their toy, the kids, along with their parents, will be treated to a delicious Holiday meal. We will also provide live music and entertainment. Not to mention Santa Clause will be on-site taking pictures with the children.

I am sending this urgent request to you because the need is real.

Last month the Daily News ran an article that the Census Bureau released a report with a somber snapshot. The ranks of the nation's poor have swelled to a record 46.2 million - nearly 1 in 6 Americans - as the prolonged pain of the recession leaves millions still struggling and out of work.

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Measured by total numbers, the 46 million now living in poverty are the most on record dating back to when the census began to track in 1959. The 15.1 percent tied the level of 1993 and was the highest since 1983.

The report also shows that poverty remains a significant economic barrier for many Valley families (10.5% or over 55,680 households have incomes below $15,000)

Instead of dwelling on the negative report, I am asking you to join me as we join in the spirit of the season and give to those in need. Let’s help kids forget about their problems, for at least one day, and enjoy a special holiday celebration.

Please give your most generous holiday gift today. Please purchase as many toys and meals as you are able. Remember….CHARITY BEGINS AT HOME! Valley kids need your love and support today.

In advance I thank you for your compassion and generosity.

Merry Christmas and Happy Holidays!

Ken Craft
Ken Craft, President and CEO

*All pictures were taken at last year’s Christmas Outreach.

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818.392.0020 • www.hopeofthevalley.org

Please detach the Christmas gift card below and mail with your gift. Thank you.

Thank you for supporting Hope of the Valley Rescue Mission.

How to send your gift...
• BY CHECK made payable to Hope of the Valley Rescue Mission or HVRM
• BY CREDIT CARD (please fill out the information below)
  Charge my: □ VISA □ MasterCard
  Charge my: □ Discover □ American Express
  Name on Card: _________________________ Exp. Date: ______________
  Card#: ____________________________ CCV: ______________
  Phone#:__________________________ Amount: $______________
  Signature: _________________________

• Volunteer or donate ONLINE at www.hopeofthevalley.org or by PHONE: 818-392-0020
 □ Contact me, I’d like to know more about the mission