



<Jane>, you can give
a Healing Hug this holiday season.

Matching Gift Alert! Your gift today will be worth 2X as much!

<Mail date>

Ms. Jane Non-mth VAR Donor
1234 Generous Street
Anytown, ON X0X 0X0

Dear <Jane>,

I'm writing to ask if you'll give someone a **Hug for the Holidays**.

You know that a hug can provide comfort, love and support in times of joy as well as times of challenge. **And, a hug can mean so much more... especially to patients at Casey House.** When you live with HIV, many people shy away from physical contact with you.

Any form of physical touch means a great deal.

A compassionate touch to the hand, during the lunchtime meal... A massage that helps heal aching muscles and lessen the feeling of isolation and otherness... A medical exam conducted with compassion and love. **Each of these is a form of a hug in their own way.**

I'm so grateful for your support. A special holiday gift will provide more clients with essential, unrestricted care, including vital physical touch.

<Jane>, will you make a special holiday gift today? You will provide more warm, healing hugs – in the form of comfort, support and essential medical treatment to people living with HIV.

PLUS, as a special BONUS: Your gift will be worth TWICE as much – thanks to a generous matching gift offer!!

I've included a special "Hugs for the Holidays" Gift Guide for you... outlining

Please keep reading...



119 Isabella Street
Toronto, Ontario
M4Y 1P2

416-324-5108
ahealinghug.ca

Special Reply Form for:

<Salutation>
<Address>
<Address>
<City> <Province> <Postal>

Yes, Alanna! I'll give a Healing Hug to Casey House clients this holiday season.

- \$X will be doubled to \$XX
- \$XX will be doubled to \$XX
- \$XXX will be doubled to \$XXX **OR**
- \$_____ be doubled to \$_____

- I've enclosed a cheque payable to **Casey House** **OR**
- I prefer to charge my gift to VISA MasterCard AMEX

Card # _____ Expiry _____/_____

Name on Card _____ CVV _____

Signature _____ Telephone _____

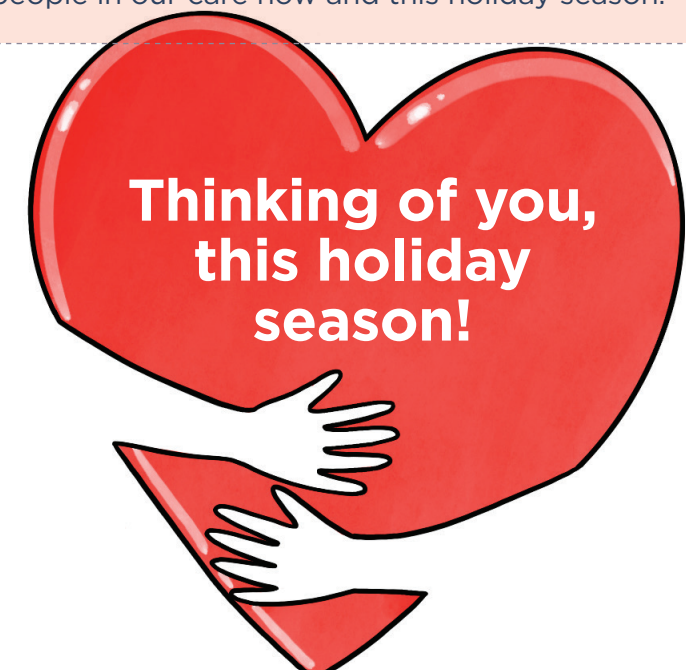
Email _____

- I prefer to **speak to Diane** to make my gift, by **calling 416-324-5108!**

119 Isabella Street, Toronto, Ontario M4Y 1P2 | **416-324-5108** | ahealinghug.ca
Charitable Registration Number: 10687 8374 RR0001

Here is your ornament, shared with our deep gratitude for your kindness and generosity.

Please take a moment to return this second ornament with a message, greetings or wish for people in our care now and this holiday season.



just a few of the ways your “hug” will help. You’ll also hear from some of our Casey House clients, and learn exactly how meaningful each of these “hugs” can be.

When I think of the power in a hug, I’m reminded of a story that was recently featured in our last *Update on Your Healing Hugs* newsletter.

Bernard is part of our wonderful peer support network at Casey House. He shared a heart-warming (and heart-wrenching) story of when his husband, Jeff, was very sick, and staying at Casey House.

He remembers coming to visit Jeff after a particularly tough and emotional day. Jeff greeted him the same way he did every day, saying *“I’m so happy you’re here.”* And Bernard burst into tears, overcome with all his feelings.

Bernard says, *“So all he did was he just reached out with his arms and gave me a big hug. And I thought he gave me a gift. He gave me this memory, and his generosity and his kindness even in the moment that he’s basically, you know, dying.”*

Isn’t that beautiful? Bernard will remember that hug forever. As you’ll read in your Gift Guide, a hug can provide healing in so many ways... just as it did for Bernard that day.

That’s exactly what your *Hugs for the Holidays* gift will do today. You’ll provide hope, comfort and support. You’ll show patients at Casey House that you care enough to reach out your arms and wrap them in a big loving hug!

Also – remember that any gift you make will be worth TWICE as much thanks to our generous matching gift partners! I look forward to seeing which type of “hug” you choose to give today. Please be as generous as you can. Thank you!



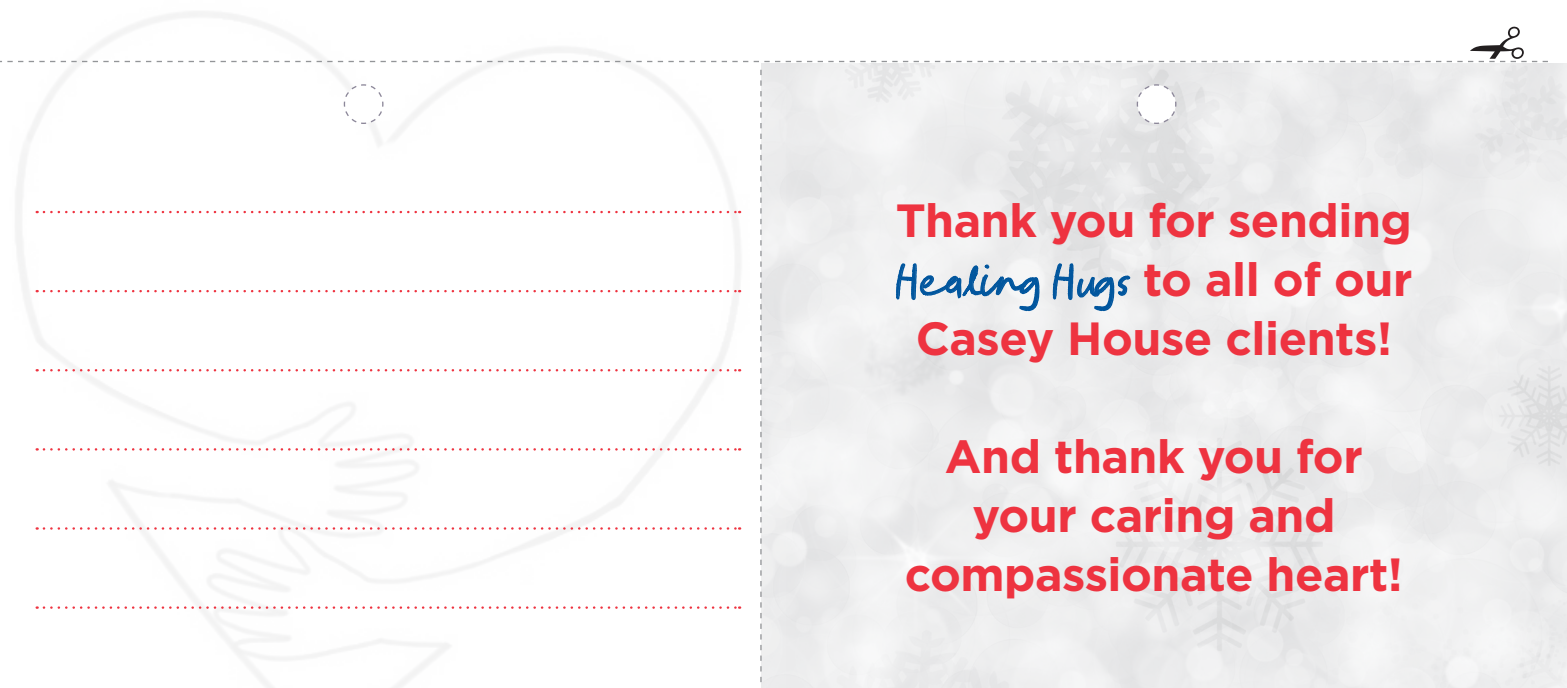
Yours in giving hugs for the holidays,

Alanna Scott
Chief Development and Marketing Officer

PS: You deserve some human connection too! If you’d prefer to speak to a real, live human being when making your Hugs for the Holidays gift, call Diane, at 416-324-5108. Or, you can fill out your enclosed reply form and send it back in the postage paid envelope right away. Thank you.

Casey House is exchanging donor contact information with other like-minded organizations to expand our donor base. Please check here if you do not want your name or address to be included in any exchanges.

We do not rent or sell our donor list. The information you provide will be used to keep you informed of the activities of Casey House, including special events, funding needs, opportunities to volunteer or to give, and more, through periodic contact. If you wish to be removed from any of these contacts simply phone us at 416 962-4040 ext 4000 and we will gladly do so.



**Thank you for sending
Healing Hugs to all of our
Casey House clients!**

**And thank you for
your caring and
compassionate heart!**