

## **Sample Cut/Paste Email 1 - Business**

Dear [redacted],

I am a volunteer with Anova and am reaching out today to ask for your support in our upcoming annual fundraising gala.

Anova, formerly Women's Community House and Sexual Assault Centre London is a charitable non-profit organization. We work to create a future without violence by supporting survivors of gender based violence through shelter and counselling, and engaging in prevention education training. Anova operates one of the largest high security shelters for abused women and their children in Canada. We have been serving the London, Ontario community since 1978.

Gender-based violence affects us all. Any one of us could be impacted by this reality. In fact, 50% of Canadian women will experience violence in their lifetime whether in homes, workplaces and so many other purportedly safe places. When the pandemic hit Ontario, increases in gender-based violence were not far behind. For many women in our community, seeking help became even more difficult and the rate and severity of the violence they experience surged. They turned to Anova. They turned to Anova because we believe survivors. They turned to Anova because we provide safety and we can help stop the cycle. But we can't do it alone.

On September 29, 2022 Anova is hosting the 11th Annual Wine, Dine & Showtime fundraising gala. We are excited to be in person this year for an evening that brings together survivors and loved ones as well as businesses and service clubs to celebrate the amazing strength of women in our community. Funds raised at our gala will be directly invested back into the community through shelter, support, advocacy and education.

We are reaching out to [redacted] to support the event by participating in the [redacted] auction and donating a product, gift certificate or service. [redacted] (describe what you are asking for and why, could be a stand alone item or something to pair with another donation-if pairing it can be helpful to say what you are pairing it with especially if you have already confirmed the other donation eg. A restaurant gift card to pair with theatre tickets that have been generously donated by the Grand Theatre)

Your support will help make this event a huge success!

You will benefit in the following ways from your donation:

1. Company/donor name and logo on event website
2. Company/donor name and logo visible at event
3. Recognition in event slideshow presentation

Thank you for considering a donation to our [redacted] auction. If you have any questions, please feel free to contact me at [redacted]

Thank you for your consideration and support.