



**American
Red Cross**

Pikes Peak Chapter
1040 South 8th Street
Colorado Springs, CO 80906

**Support the Red Cross and change a life,
*starting with your own.***

Dear Mr. and Mrs. Whiteside,

I can hardly believe it's time for our Annual Campaign. If you're anything like me, you're wondering where the past year has gone! And, what an astonishing year it's been! 2008 will go down as one of the most trying and extraordinary times in American history.

This past year, we Americans have bravely faced a steady onslaught of difficulties, from home foreclosures, roller coaster gas prices, rising food costs, job losses, a tense Presidential race, to an unstable economy.

For the Pikes Peak American Red Cross (PPARC), 2008 has also been an unforgettable year. *Despite the terrible turmoil across our nation, your Red Cross has continued to do what it does best: prevent catastrophes and save lives right here in our own community.*

- We responded to 82 local disasters, including 69 home and apartment fires. **Your Red Cross was able to give 385 people — more than 100 of which were children — a fresh start in their worst hour of need.** We provided food, clothing and shelter. We connected families to other agencies so that all of their needs could be met. With support from people like you, we were able to help our neighbors when they needed us most.
- **We made our community infinitely safer and stronger by training 19,245 residents in CPR & First Aid, Wilderness First Aid, Emergency Response, Disaster Volunteer Training and Babysitter's Training.** By outfitting our citizens with life-saving skills in our Red Cross courses, we are reducing the number of future injuries and deaths in our community.
- Your Red Cross took care of its military families this year by connecting 656 families with their loved ones in the Armed Forces when there was an emergency or significant life event, like the birth of a child, death or serious illness. Thanks to people like you, we were able to provide outreach services to an additional 1,362 military personnel and their beloved family members during these difficult times.
- **As 97% of the total PPARC workforce, volunteers are the heart and soul of this organization. This year we saw an astounding 400 volunteers kindly donate their time and talents to keeping our region safe and strong.** Logging more than 14,550 hours valued at \$275,000, their devotion to our community allowed this Red Cross chapter to really take care of its own.

over, please...

It's a tremendous tribute to our local community that, in the worst economic crisis faced by our country since the Great Depression, loyal Red Cross supporters like you have continued to reach deep and find a little something extra for those in desperate need.

We are already preparing for the disasters headed our way this holiday season and next year. We know in order to save lives, we must be ready. We still urgently need your help in keeping this community safe, strong and healthy.

We couldn't have been first responders on dozens of devastating home fires, or trained thousands of community members in life-saving skills, or reconnected so many military personnel with their families without your unwavering commitment and support.

Thank you for being there this year for us. But more importantly, thank you for being there for the hundreds of ordinary people right here in town who suffered terribly this past year as their lives were turned upside down and they lost everything.

Champions like you have made the Pikes Peak American Red Cross what it is today — an essential cornerstone of our community. Champions like you have made it possible for us to take care of our own.

It's one thing to be generous when times are good, but an entirely different brand of kindness and strength when times are hard. Through one of the toughest times our nation has ever faced, our community pulled together, stronger than ever, and stood tall. This is something of which we can all be tremendously proud.

Because it's precisely this kind of care and commitment – whether it's for our neighbors or complete strangers – that makes us feel truly rich.

We've pulled through a tight year together and hope that we can continue to count on your support. All Red Cross disaster services are free to victims and we receive no direct government aid. Your ongoing commitment to the Red Cross is crucial to our survival.

I thank you for your support and continue to ask that you be there for us. It's been a turbulent yet rewarding year, and we are looking forward to enjoying a safe and strong 2009 with you.

Best Regards,



David Just
CEO

P.S. From all of us at your local Red Cross, we wish you a safe and joyous holiday season. By making an end of year donation, you help us to train citizens in the community, keep our armed forces in touch with their families, and be the safety net for victims of disasters right here in our beautiful region.