

Fundraising Letter Sample

Hi Friend

Thanks for letting me hit you up. As I mentioned, I'm raising money for this year's Cycle for Survival and I'm reaching out in hopes that you'll donate.

Cancer has been a constant in my life, starting with my own mother's breast cancer diagnosis in 1999. Since then, I've seen countless friends, family, and co-workers endure a cancer diagnosis. Some have lost their battle and some are still with us.

Cycle for Survival became an important part of my life nearly four years ago when my Equinox cycling instructor and friend, Justin, suggested I participate. That first year was just for fun, but as it turns out, Cycle for Survival entered at a time in my life when I needed it most.

In 2013, at the age of 34, my friend Elisabeth was diagnosed with chondrosarcoma. And like many of us who are on the outside of a cancer diagnosis, I felt helpless at a time when I knew I needed to do something. While I couldn't take away her diagnosis or trade places during her treatments, I could raise money that would help provide hope that Elisabeth could have a future. She was part of a clinical trial through Memorial Sloan Kettering Cancer Center, which boosted my desire to make the biggest impact by raising as much as I could for Cycle for Survival. I wanted to make more trials possible for people like Elisabeth. I ride for my friend Elisabeth.

The list of people who I ride for doesn't end at my friend Elisabeth. In fact, at the center of my motivation is my 55-year-old father. As many of you know by now, in August 2004, he passed away from esophageal cancer after a six-month battle. He didn't have many options as treatment plans were limited. I was 24 when my father died. He wasn't at my wedding and he never met my nieces—his three adorable, hilarious, and beautiful granddaughters. I ride for my father Tom Corridan.

During last year's event, I posted a photo on Facebook of all the people who I was riding for. I added their names to a board on display at the event. During the ride one of them reached out to me on Facebook asking if she was the Kelly I was riding for. When I confirmed yes, she wrote "I'm moved to tears Molly especially after the few weeks I've had." That was the last interaction I had with Kelly, my sister's very close friend from high school. On March 18th of last year, Kelly lost her battle with cancer. She was 44 years old and left behind two daughters, ages 4 and 8. I ride for Kelly.

About a week after last year's event (and exactly one year ago today), I heard from my friend Arika. It was a Friday. Her father, who never smoked and was incredibly active, was diagnosed with lung cancer. Arika, an only child who was 8-month's pregnant at the time living in Colorado, couldn't get home to be with her parents in Maine. The next time we talked, seven days later, her father had died. I ride for Peter.

My sister's friend Linda is still receiving treatment at Memorial Sloan Kettering. Unfortunately, her cancer has continued to take over more parts of her body since I rode last year and spends more time in bed between treatments. But there are still treatment options available, largely because of money raised through Cycle for Survival. I ride for Linda.

I continue participating because there are too many names of people I love that I ride for including: my grandmother, my grandfather, my mother-in-law, my Chemo Angel Terri, Spud, Suzan, Bridget, Jennifer, Matt, Tricia, Jenne, Cindy, Lynette, Garret, Doug, Saralyn, Lucy, Wags, Gene, Amberlea, Patience, Megyn, Ellyn and myself, a BRCA2 gene carrier.

Last year I set a crazy goal to raise \$10,000 in 10 Days. In the end, we actually raised \$12,001. To say I was blown away by what we accomplished would be an understatement. But here I am, a year later, and there are new names of people I'm riding for, on top of those whose memory I will always ride on behalf of. I'm not done and I hope you're not either because I'm setting another crazy goal. I want to raise \$13,000 so that at the end of this year's ride I can say that I've raised \$40,000 for Cycle for Survival. More than just hitting a monetary milestone, I want to honor those in my life- and yours- who need life-saving treatments for a better and longer future.

I can't do it alone and will need your help to reach this goal. My ride will take place on Saturday, March 5th. We have just 15 days to raise \$13,000. Would you please make a donation of \$50 today by following this link.

It's a powerful experience to be surrounded by so many people who are using their voices and raising funds to make life better for those who need advocates fighting for their survival. I'm honored that you choose to support me and this cause. We're making an important impact. Thank you for your support over the years, I'm more grateful than you'll ever know.

Love,
Molly