Dear [insert name] or Hello [insert name],

I hope this message finds you and yours well.

I respect that you have worked hard for you and your family; I know that your assets are worth protecting. I also know you to be a thoughtful and compassionate person. So, I wanted to bring to your attention a way to protect your wealth while honouring your values. You can benefit from charitable giving and save money on your taxes by donating to a worthwhile charity – one like Spinal Cord Injury Ontario (SCIO).

Your donation can greatly impact a client who has had a devastating and life-altering illness or injury. SCIO connects them with essential information, services, and equipment. Not only is SCIO doing great work helping individuals living from a wheelchair, but it is working hard to create systemic change that will provide greater access to mobility equipment, medical supplies, and health care. These changes bring with them the additional benefit of keeping people out of hospitals, thus reducing the burden of preventable illness on the health care system.

By making a generous donation of [$5,000 - $10,000], you will save through the Charitable Donation Tax Credit while helping an Ontarian who is facing the greatest challenge of their life. You will be giving them access to invaluable support. Please give generously – a spinal cord injury can happen to anyone.

I am happy to connect with you to talk about my campaign efforts, so please feel free to reach out.

Warm regards,

{insert name}

PS

For more info on giving or information on making a gift of stock please contact Ari Wahl, Director of Development, SCIO [ari.wahl@sciontario.org](mailto:ari.wahl@sciontario.org) 1-647-233-5124.

To learn more about the importance of SCIO's work, and the impact you can have on a life, here are some stories to check out:

[It Takes a Village to Save a Life](https://community.sciontario.org/it-takes-a-village-to-save-a-life/)   
[Lifting his Spirits](https://sciontario.org/lifting-his-spirits/)   
[Pee4Free - The High Cost of Catheters](https://vimeo.com/305775718)