

Dear (NAME),

Did you know that 1 in 5 people living with HIV do not know they are infected? Despite encouraging advances in HIV/AIDS research, the Philadelphia Department of Public Health recently reported some startling new facts about new HIV cases right in our own backyard: the rate of HIV infection in Philadelphia is FIVE times the national average, and is 50% higher than in New York City. This is why I have recently taken on a challenge that is not only rewarding to me personally, but will also make a difference to the over 30,000 friends, neighbors and family members living with HIV/AIDS in the Delaware Valley.

I am a Team Captain/Walker/Runner for AIDS Walk Philly/AIDS Run Philly 2012. My team's name is (TEAM NAME), and we will be walking 12 kilometers /running 5 kilometers on Sunday, October 21 to raise money for HIV/AIDS services in our region. These organizations supply everything from food, housing and counseling to legal aid, education and prevention. The news media have given the impression that HIV/AIDS is no longer a serious threat. New drugs are helping some people live longer, but the harsh reality is that there is still no cure, and HIV infection rates continue to climb.

How can you help? This year, my/my team's goal is to raise \$ (AMOUNT). We can make that goal a reality. Any amount helps, but a donation of at least \$25 can provide an education and outreach presentation from one of AIDS Fund's partner organizations to help reduce the number of new infections in our community. You can make a tax-deductible donation or join (Team Name and #) in raising funds and awareness to fight this devastating epidemic. You can make a donation with a check made out to "AIDS Fund" or by using your credit card on my personal fundraising page at [www.aidswalkphilly.org](http://www.aidswalkphilly.org).

The world has lost so many incredible people to this disease. Let's act now before we lose another person we love. You can make a difference. Thank you so much for your time.

Sincerely,  
(YOUR NAME)