



1658 West Belmont, Chicago, IL 60657-3087

# Little Brothers— Friends of the Elderly fundraising solicitation letter

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*“About a year ago or so, they  
took us to the circus, and oh, we loved that.  
Wherever they take us we have a good time.  
You’re around other people to talk to  
and it gives you something to  
look forward to. That’s important.”  
Eva S., 82*

Dear Friends of Little Brothers:

One of these days let’s get a group together and go out to lunch...maybe take in a movie or go shopping afterward.

Sounds like fun? If you only knew...for many of our old friends, like Eva, or Jeanette, or Milicent, an outing like this is more than just fun — it’s their lifeline to the world.

Imagine, being completely isolated, too weak or too afraid to even consider leaving your lonely room. Too poor to even contemplate spending any of your meager savings to lift your spirits, when you know that tomorrow you may have to buy medicine or take a taxi to see a doctor. So you sit and wait, and wait, and wait.

And you know that tomorrow will be just the same.

I know you’d agree with us that **this is no way for anybody to live the rest of their life.** Yet, there are so many of our old friends, who do just that — virtually imprisoned in their homes by illness, poverty, or just plain loneliness.

**“The great thing is getting outdoors for the day and just enjoying nature. You can’t go outdoors alone if you have a cane or a wheelchair. Just getting out of the house for the day is remarkable!”  
Eva S.**

(over please...)

**We're determined to do something about it, and we ask you to join us in the effort.** Here at Little Brothers Friends of the Elderly, we're putting together our plans for the summer, to get some of our old friends out of their rooms and into the world for an afternoon.

But we need your help to make these plans a reality.

Your gift of \$12 will allow us to take one more of our old friends out for lunch, then to a movie, or a museum, or even just a simple visit to a shopping mall.

**"We went to...a movie with Paul Newman,  
and I enjoyed it immensely. I don't get the chance to  
go to the movies very often."**

**Jeanette T., 84**

Unless you've actually volunteered to come along with us on one of our outings, you can't begin to imagine the amount of joy it brings our old friends, just to be able to do the kinds of things that we take for granted.

**But you can see it in their eyes, and you can hear it as they talk about the memories you've helped to make, for years afterwards.**

We'd also like to take some of our old friends on "mini-vacations" overnight at one of our houses in Rochelle, Illinois and Delavan, Wisconsin.

Out of the hot, noisy city into the cool peaceful countryside for a whole day and night, they'll be well-fed and well cared-for — maybe for the first time in years — while they relax with conversation and laughter with new friends.

**"I went on an overnight trip to Rochelle with Little  
Brothers about a month ago — oh my, it was an experience  
I'll never forget...That was the first time  
I'd been away in fifteen years.**

**Milicent Y., 81**

While they'll remember their day in the country as a "priceless" experience, it takes only your gift of \$22 to pay for one

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of our old friends to escape the grinding monotony and desperate loneliness of their everyday lives.

**I can think of no other way to buy so much happiness for so little money.**

**“Someday I’d love to be invited back on one of those mini-trips.  
I’ll always remember Rochelle.”**

**Milicent Y.**

And believe me, your gift to these folks won’t end when we drop them off at their homes. You’ve given what might be the most important thing of all — the knowledge that somebody cares... because our old friends know that it was your generosity that made their very special day possible for them.

**That’s why I’m asking you for your help today.**

In the past your generosity has brought great joy to some very special people who otherwise don’t have much to be happy about. I hope you’ll find it in your heart to continue your much-needed and much-appreciated aid.

Your gift of \$12 will pay the way for a day trip — transportation, lunch at a restaurant, an activity (like going to the movies, a ballgame, or to the zoo) and a small memento of the day.

For only \$22 you’ll make an overnight “mini-vacation” possible — transportation, meals, lodging, and a little remembrance gift.

Of course, we urge you to give anything you can manage — \$10, \$12, \$22 — your generosity in any amount will be greatly appreciated and put to good use.

If we are fortunate enough to raise any funds in excess of those needed to pay for our day trips and mini-vacations, they will be used to further Little Brothers’ other work for our old friends.

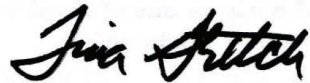
I know I’m asking you for a significant amount of money — **but if you could just see the immense joy your gift brings to so many old friends**, I know you’d feel like you’ve received far more than you’ve given.

(over please...)

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**"To all the people who help support Little Brothers,  
there's nothing I can say except "Wonderful Thanks!"  
Eva S.**

And thank you from the bottom of my heart,



Tina Stretch  
Executive Director

**P.S. When I tell you that your gift makes a real difference in the lives of these very special people, you don't have to take just my word for it. I've included, with this letter, what three of our old friends had to say about their outings with Little Brothers. You can see for yourself how much your gift of \$10, \$12, or \$22 will mean to them and the other deserving people we serve. And again, many thanks for your time and your generosity.**

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