

EOY Appeal, Email 1

Send date: 12.8

Subject line: BWH saved my baby's life

Dear [name],

I'm sure you remember what an emotional time and peculiar mix of feelings you had in the weeks leading up to your delivery. My husband and I felt the same way, because we were becoming parents for the first time. But 22 weeks into my pregnancy a complicated problem threatened my unborn child's life.

If not for the world-class care I received from Thomas McElrath, MD, PhD, and the Department of Newborn Medicine staff at Brigham and Women's Hospital (BWH), I would have lost my baby. But because McElrath has the surgical skill and expertise few doctors possess, today my son Tom is thriving.

Please help ensure every family receives the same kind of live-giving breakthrough I did by making a gift to The Stork Fund at BWH. <<link to donation page>>

Image: image from photo shoot

Text: Help ensure healthy moms and babies.

Button text: Donate now

Your gift will help advance important projects like the ongoing NICU renovation, in vitro fertilization treatments for women who wish to realize their dream of conceiving, and the work of McElrath in high-risk obstetrics. Let's continue to provide the world-class care that new babies and their moms deserve:

<<url to donation page here>>

If you have a particular area of interest or would like more information, please contact Marla Fabishak, at [mfabishak@partners.org](mailto:mfabishak@partners.org), or 617-424-4344.

With gratitude,

Kelly Fitzgerald