

Date

Caring Donor
123 Generous St.
Suite <3
Lovely, ON X0X 0X0

Dear <Salutation>,

What's the bravest thing you've ever done?

I imagine that getting a haircut doesn't quite make the list. But for one of our clients, Alyssa*, chopping off her long blond locks and dyeing her hair black was a real act of bravery.

It's been a few years, but I remember it like it was yesterday. It was Mother's Day, a very special time of year at Interval House when we go out of our way to make the women in our care feel cherished and valued. For many, it's a milestone moment – maybe even the first time they get to celebrate the day. That year, we organized a spa night, bringing out all the supplies for skincare, makeup and hair care and encouraged the women to enjoy an evening of pampering.

I noticed Alyssa helping the other women but not taking a moment for herself. I approached her gently and asked why she wasn't participating. **“The kids are living with their father. I don't feel like I should be celebrated,”** she confided.

It's a sentiment we hear all too often here at the shelter. So, we took Alyssa aside to talk to her about how she felt. For years, Alyssa had suffered through her partner's abuse. He controlled every aspect of her life – from her actions and movements to her friendships and even appearance, down to the colour of her hair. That night, Alyssa summoned the courage to break free from those shackles with a daring pixie cut.

The next day, Alyssa surprised us with flowers for our Interval House staff. Tucked inside the bouquet was a card that read: ***“Thank you for more than you know.”***

[VARIABLE] <DonorName>, when Alyssa wrote those words, she wasn't just thanking our staff; *she was thanking you too*. On behalf of Alyssa and the countless other women you've helped, thank you for your generosity. As spring blooms around us and we celebrate the strong women in our lives, may I ask you to consider renewing your support by making a special gift today?

You are the reason Interval House is able to provide a safe haven for women and children suffering intimate partner violence. Your support provides access to counselling, education and support services, empowering women to break the cycle of abuse.

It is your generosity that affords Alyssa and the brave women like her the opportunity to rewrite their stories, reclaim their identity and forge a brighter future for themselves and their children.

When women arrive at our doorstep, it's an overwhelming experience. They are navigating a whirlwind of emotions – helplessness, fear, guilt, shame. Many believe they are to blame for the situation they are in. It's part of the cycle of abuse.

But there is also a glimmer of hope, a sense of relief that washes over them as they realize they are finally in a place of safety and no longer under someone's control. For those who arrive with children, this relief is twofold – they see their little ones shielded from the abuse and pain that once haunted their home.

<DonorName>, your support helps survivors grow stronger and makes new, beautiful beginnings possible.

As we prepare for this year's annual Mother's Day brunch, please know how much your generosity means to the women and children who will be able to celebrate this special day – *perhaps for the first time* – in a warm, loving place.

[VARIABLE] Please give today to help more survivors like Alyssa find the strength to break free from the cycle of violence and build a future filled with promise.

With heartfelt gratitude,

Paula Del Cid
Manager of Shelter Services and Outreach
Interval House

P.S. Enclosed, you'll find a packet of seeds – a symbol of the brave and beautiful new beginnings your support helps cultivate at Interval House. As you watch them grow, I hope you'll be reminded of the role you play in helping to create bright, promising futures for women and children fleeing violence at home.

*Alyssa's name has been changed to protect her privacy.