



THANK YOU
a million times over!

You helped
change lives.

SEE HOW



E-mail 1: No Ask

Subject line: This is what gratitude looks like.

Preview text: We couldn't have made it through 2020 without your support...thank you!



THANK YOU for giving hope and changing lives!

Dear <Salutation>,

Living through a pandemic has been incredibly tough, but it's also brought out the best in our community, reminding us of how blessed we are to have kind and caring donors like you by our side. **Thank you...we couldn't have made it through 2020 and beyond without your support!**



Your ongoing support, and your gifts last year, are the reason we were able to provide food, shelter, clothing and other essential services to those experiencing homelessness and extreme poverty in our community.

You've helped us care for and bring hope to so many of our neighbours during the most uncertain days of 2020. They are people like Andrew who is getting the support he needs to get back on his feet:

"I'm just so grateful. The Mustard Seed has picked a lot of people up and turned them around. It's an open door for anyone to get themselves back into society. This place puts you up, feeds you, shelters you, gives you access to what you need to get yourself together and points you in the right direction to get yourself on your way. I'm cared for 24/7 while I'm here."

On behalf of The Mustard Seed staff and our guests whose lives you helped change – thank you for your caring heart. God bless you.

With my deepest gratitude,

Dr. Stephen Wile
Chief Executive Officer

P.S. **Thank you for your kindness and generosity.** Your support means the world to us and our guests.

For where your treasure is, there your heart will be also.

Matthew 6:21



EMAIL #2: Monthly & High Value Donors (No soft ask)

Subject line: You were there when it mattered the most.

Preview text: Even a thousand Thank You's are not enough to express the difference you've made.



**"The Mustard Seed
is my home. I don't know
what I would do if I hadn't
met them, **thank you!**"**

– Fiona

Dear <Salutation>,

I am so incredibly grateful that during this past year, when life was difficult for so many, you stood by us and helped us care for those in need.

You enabled us to be the safety net for the most vulnerable in our community – people like Fiona and thousands of others who turned to us for food, shelter and support when they had nowhere else to go.

Thank you for your ongoing support of The Mustard Seed, and especially for your gift in 2020. Without the compassion and support of caring donors like you, we wouldn't be able to serve those who are experiencing homelessness and poverty.

Your support last year helped to:

- Serve more than **500,000 meals**.
- Provide more than **55,000 health and wellness services**.
- Provide over **660 shelter mats** per night.
- Engage in more than **12,000 spiritual conversations and events**.
- Secure more than **300 affordable housing units** for our clients.

But most importantly you've made lives easier and brought hope to so many people in your community. Even a thousand *Thank You's* aren't enough to express the difference you've made!

From the bottom of my heart...thank you,

Dr. Stephen Wile
Chief Executive Officer

P.S. Thank you for making 2020 easier for those struggling with homelessness and poverty in your community. Your support makes all the difference.

For where your treasure is, there your heart will be also.

Matthew 6:21



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**THANK YOU FOR YOUR SUPPORT.
Your neighbours have a message for you.**

[Watch video](#)

**2020 was tough on all of us.
But for our most vulnerable neighbours,
your kindness meant the world.**

Last year showed us the amazing power of a community coming together to help care for those who are less fortunate. **You opened your hearts and that meant hundreds of families and individuals in our community who are struggling to survive had a safe place to sleep, food to eat and access to essential services.**



You made 2020 easier for your neighbours in need. From everyone at The Mustard Seed and those whose lives you helped change – *thank you from the bottom of our hearts.*

This is how you helped change lives in 2020:

- | | |
|--|--|
| 635,500+ LBS of clothing | 12,000 spiritual conversations and events |
| 690+ mats per night across our shelters | 55,000 health and wellness services |
| 501,000 meals served | 385+ people moved into affordable housing |

THANK YOU A MILLION TIMES OVER!

**With you by our side, we can serve our most vulnerable neighbours.
Help us continue to care for neighbours in need.**

[I would like to make a special gift today!](#)

*For where your treasure is, there your heart will be also.
– Matthew 6:21*