

Date

Ms. Generous Donor

<Address>

<Address>

<Address>

Dear <DonorName>,

Maybe Alberta is where you grew up. Maybe this is where your children were born. Maybe it's where you've settled later in life.

No matter what your story – like me, growing up in the heart of rural Alberta – I'm sure this beautiful province of ours holds a special place in your heart. Quite simply, *it's home*.

I know how much you care about keeping the best cancer care available to all Albertans. As a faithful monthly supporter of the Alberta Cancer Foundation, you have made a profound difference in the lives of so many cancer patients and their families. Your ongoing support ensures that your fellow Albertans continue to have access to the latest diagnostic tools, new treatments and the brightest minds in cancer care *right here in our province*.

And that's why I'm writing to you today, <DonorName>. At some point, you've indicated that you may be interested in leaving a gift in your will to the Alberta Cancer Foundation. I'm wondering if you've given that any more thought. It's a gift that has the power to change the cancer landscape for future generations.

I know this may be a sensitive subject, and one that requires reflection and consideration. But I'm hoping that once you know how crucial gifts in wills are – and how many of your fellow Albertans can benefit – you might be inspired to think about the kind of legacy you'll leave behind.

Legacy is something I think and talk about a lot. As Director of Legacy & Strategic Philanthropy, I have the honour and privilege of helping donors with their very personal decision to leave a bequest to the Alberta Cancer Foundation. Some of their heartwarming stories are included in the newsletter I've enclosed for you, along with examples of how legacy gifts impact the future of cancer care in our province.

I got involved with the Alberta Cancer Foundation more than a decade ago through one of the annual fundraising events. I was undergoing cancer treatment at the time. I was only 28 years old. I knew right then and there that I wanted to dedicate my career to this purpose: *to create more moments for Albertans facing cancer*.

My treatment took place at the Cross Cancer Institute. I credit them for saving my life. It was there that I first learned just how prevalent cancer is – one in two of us will be touched by it in our lifetime. And I also learned about the crucial role donors play in ensuring we continue to have access to the best cancer care possible here at home.

At the time, I didn't know just how deeply cancer would touch me and my family. Not even a month after I finished my own treatment, my dad was diagnosed with stage three non-Hodgkin's lymphoma.

My dad is my hero. He fought hard until the end. He received a bone marrow transplant and underwent every treatment that was available to him at the time. But it wasn't enough. Two years after his diagnosis, we had to say goodbye. I also lost my grandmother to ovarian cancer and watched my aunt, my dad's sister, undergo cancer treatment. And again, several years later, I was diagnosed with cancer for the second time.

That's why I feel so strongly about my work at the Alberta Cancer Foundation and transforming the future of cancer care for ourselves, our children and those who will come after us.

Our family's deeply intimate experience with cancer moved my mom to leave a gift in her will to the Alberta Cancer Foundation. She felt it was the best and most meaningful way to give back and pay it forward to support cancer care for others in our province. It's a decision that invites reflection and consideration, and perhaps, it's one that resonates with your own heart as well.

Gifts in will, when pooled together, provide tremendous support in shaping the future of cancer care in Alberta – whether funding cutting-edge research into life-saving therapies, making state-of-the-art facilities available to patients close to home or providing assistance to those who are in a financial bind because of their diagnosis. These gifts have the power to change – *and save* – the lives of those we love and their children, leaving a lasting impact far into the future.

From the bottom of my heart – *thank you* for your support of the Alberta Cancer Foundation, and thank you for considering the legacy you wish to leave behind.

Yours in gratitude,

<signature>

Christy Soholt

Director, Legacy & Strategic Philanthropy

P.S. Your generosity has played a vital role in advancing cancer care in our province and you have touched the lives of countless Albertans who have faced cancer in their lifetime. Should you have questions or would like more information about charitable gifts in wills, please feel free to reach out to me at 780-643-4563 or toll-free at 1-866-412-4222.