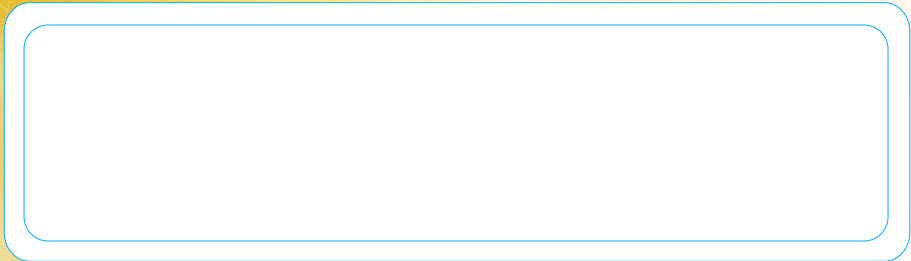




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**Let hope rise
this Easter.**



FINISHED SIZE: 9.5" x 4.125" FLAT SIZE: 0.0" x 0.0"
FILE NAME: 10530-TMS-EasterDonor-OE1-r1

BLEED: 0.0" SAFETY: 0.0" INK: 4/1
NOTES:

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The Mustard Seed | Donation Processing Centre

102 11 Ave SE, Calgary, AB T2G 0X5

1.877.731.7333



New beginnings start with a meal.

Please give this Easter!

10530OE1



Help fill our Easter table with nutritious meals and **hope for a new beginning.**

Date X, 2021

Mrs. Sample
123 Any Street
Anytown, Province, Y0Y 1Y0

Dear Salutation,

Enjoying a big plate of Easter dinner is something many of us take for granted.

But for someone who is experiencing homelessness, a plate of delicious food could change everything.

You see, meals like the ones we serve at Easter are so much more than food. When you feed someone who is hungry and hurting, *you give them a chance at a new beginning.*

2020 was a year like no other, and for many people, especially the most vulnerable in our community, life has become much more difficult. Now, more than ever, our neighbours experiencing homelessness desperately need a helping hand and a fresh start. And it all starts with a meal.

You can serve an Easter meal to your vulnerable neighbours in <Custom2> for just \$3.51.

For those who have fallen on hard times, The Mustard Seed is the place where they can turn for shelter, food, compassionate support — *and a fresh start.*

They are people like 23-year-old Sable* who has overcome incredible adversity to get herself to a stable place in life.

Having struggled with serious and undiagnosed mental health issues for years, Sable had many obstacles to overcome. At one point, her mental health deteriorated so much that she lost everything and had to be hospitalized. After receiving treatment, she was released from the hospital but had nowhere to go.

Without a home and no money to buy food, Sable turned to The Mustard Seed's emergency shelter. Sable was provided with nutritious food, clothing, a safe place to sleep, and the support she needed to get back on her feet. Our staff connected Sable with permanent supportive housing, and with the help of our employment program, she was able to find a job.

"I feel like The Mustard Seed caught me. I found what I needed."

<Varcont1>, your special Easter donation of \$<Ask1> today will provide <Custom8> nutritious meals served with love and fellowship to your neighbours in <Custom2> who urgently need them. Your past support helped so many and your renewed support can have an even bigger impact during this special time of year. By giving the gift of food this season, you'll help feed countless hungry neighbours and provide them with an opportunity for a new start in life.

Phone: 1.877.731.7333

For immediate impact, give online at TheSeed.ca/Easter

Yes, Stephen! I will help provide a special Easter meal to my neighbours in need and give them a chance to start fresh.

Please find enclosed my gift of:

\$XX \$XX \$XXX Other: \$ _____

My cheque payable to **The Mustard Seed** is enclosed
 Please charge my gift to my credit card VISA MC AMEX

CREDIT CARD NUMBER _____ EXPIRY DATE _____

PRINT NAME _____ PHONE _____

SIGNATURE REQUIRED _____ DATE _____

See reverse for monthly giving options.

Donate online at TheSeed.ca/Easter or call 1-877-731-7333

EMAIL _____
 Please email me information about The Mustard Seed

Mr. Sam Sample
1234 Any Street
13012 Mustard Seed
Any City, Prov V0V 0V0

00000024 00000016 1811MIH AA1234 3

So many of our clients like Sable have started with a meal, and then gone on to use our employment services, receive counseling, and find help getting a place to live. None of these life-changing things would happen without that first plate of food — *and without you.*



When you give Easter meals for \$3.51 each, we'll rush your support straight towards our preparations — delicious foods for an Easter meal.

Your gift today will show neighbours in need that God has a plan for them and that better days are ahead.

As Sable shares: *"I couldn't have done it alone. I think of my life as writing a story. These have been some of the rougher chapters, but the best is yet to come."*

An Easter meal is the first step in giving someone who is going through a difficult time a ray of hope for a better tomorrow. I hope you'll help us provide that by responding as soon as possible.

Thank you for your generosity — may God bless you this Easter and always!

With my sincere gratitude,

Dr. Stephen Wile
Chief Executive Officer



P.S. I have enclosed a card with a special message of encouragement where you can write your own well wishes to your neighbours in need. Please sign and return the card along with your gift so we can hang it up in time for our Easter celebration. It will mean so much to our clients who will be spending Easter with us.

P.S. **For just \$3.51, you can help us fill our Easter table with nutritious, delicious meals and start making new beginnings possible!** Please let us hear from you today.

Phone: 1.877.731.7333

For immediate impact, give online at [TheSeed.ca/Easter](https://www.theseed.ca/Easter)

10530LR1

*Name has been changed to protect our client's privacy.

I'D LIKE TO BECOME A FAITHFUL FRIEND AND DONATE MONTHLY

Monthly pre-authorized donations

Please process my gift on the 15th of each month:

\$15 \$30 \$50 \$100 Other: \$ _____ from my:

Bank account according to my attached VOID cheque or

Credit Card: VISA MC AMEX

Credit Card or Account Number

Expiry Date

Print Name

Individual Business

Phone

Date

Signature Required

Make an even bigger impact!

To find out other ways you can become involved like:
donating food or other supplies or volunteering your time.
Please call us at 1.877.731.7333.

More great ways to help:

- Yes, I have included The Mustard Seed in my Will.
- I would like to receive information about leaving a gift in my will.

I understand that I may cancel my authorization at any time by contacting The Mustard Seed at the address on reverse, phone 1.877.731.7333, fax 403.237.5296, or email DonorRelations@theseed.ca. I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to receive reimbursement for any debit that is not authorized or is not consistent with this PAD Agreement. To obtain more information on my recourse rights I may contact my financial institution or visit www.payments.ca.

The Mustard Seed is a Registered Canadian Charity #87453 2518 RR0001. We respect your privacy and do not rent or sell our mailing lists. The Mustard Seed is planning to raise an estimated amount of \$17.8M this year on fundraising campaigns for Calgary, Edmonton, Kamloops, Medicine Hat, and Red Deer. It will cost our organization an estimated \$3.4M. All donations will be used for board approved programs and projects. Gifts will be acknowledged and an official receipt for tax purposes will be given. For further information, please visit TheSeed.ca or contact Donor Relations at 1.877.731.7333 ext. 250. Our address is 102 11 Ave SE, Calgary, AB T2G 0X5.

Easter is the season of life and hope.



Love bears all things, believes all things, hopes all things, endures all things.

1 Corinthians 13:7

10530CD1

May the renewal of life at Easter bring you blessings of hope, peace, good health and new beginnings.

Message of Hope

(First name only)

Write your message of hope in the space provided above and return your card in the enclosed postage-paid envelope. We will share it with someone who dearly needs it.