

<CnAdrSal_Addressee>
<CnBio_Org_Name>
<CnAdrPrf_Addrline1>
<CnAdrPrf_Addrline2>
<CnAdrPrf_City> <CnAdrPrf_Province > <CnAdrPrf_Postal_Code>

May 15, 2024

Dear <Salutation>,

Last year, I lost my husband, Chris, to liver disease.

After a grueling fight, multiple hospitalizations and a desperate race for a lifesaving transplant, Chris succumbed to his illness.

He was only 46 years old. Chris was my high school sweetheart, my best friend and a devoted father of my two boys, Connor and Coral. With his passing, a part of me went away too.

I share this deeply personal story because it's not just mine. Liver disease is claiming too many loved ones, and countless Canadians are at risk, just as Chris was. Tragically, 1 in 4 will face the threat of liver disease.

Witnessing how mercilessly liver disease took my husband's life left me shattered. Every day, my heart aches for my sons who miss their father deeply. That's why I don't want to see another family go through the pain and loss that we did. And I don't want liver disease to be a death sentence – *for anyone!*

<FirstName>, together, we have the power to impact the future of liver care in our country.

[VARIABLE] I am so grateful for your continued support of the Canadian Liver Foundation (CLF) that is making a difference for families like mine. Will you consider another donation of <Ask1> or <Ask2>? Your gift will support research and programs that will benefit countless patients across the country who are coping with liver disease right now.

For example, your support will ensure that programs like the National Help Line and Resource Hub stay accessible to patients who need support while undergoing treatment and navigating the healthcare system. From learning more about their diagnosis

to connecting with others who are going through a similar experience, those affected by liver disease can rely on these vital resources to help them through their difficult journey.

Chris was diagnosed with chronic liver disease when he was a teenager, and we always knew that a transplant might be in his future. What we didn't know was how quickly that future would unravel. After years of being on a waiting list to see a specialist, Chris's liver began to deteriorate. He urgently needed a transplant.

Our family rallied together and started a local fundraising campaign to find a donor. On his 19th birthday, our son Connor bravely stepped forward to become a living donor to his dad. But after undergoing testing, we were told he wasn't a suitable match. The news broke us. It pained me deeply to see how devastated Connor was that he couldn't save his dad's life.

<FirstName>, not every transplant story has a happy ending. Chris didn't survive long enough to receive a new liver. But it doesn't have to be this way.

[VARIABLE] Your continued support is vital, empowering CLF to provide much-needed support to patients coping with liver disease and advocate for organ donation awareness. There's so much more that can be done to educate and share information with people in our communities about the risks of liver disease and the importance of organ donation. Will you send a gift today to ensure CLF continues this impactful work?

I truly believe that one day all patients with liver disease will live long and healthy lives. But this will only be possible if people like you and I continue to support the amazing work done by CLF.

From the bottom of my heart, thank you for being there for families like mine who are affected by the harsh realities of liver disease. Let's forge a path towards a future where more stories end with hope.

Sincerely,

Bobbi-Jo Craig

[VARIABLE] P.S. **Together we can impact the future of liver care.** Please give today to help create a future filled with hope – a future where no family has to lose a loved one to liver disease like we lost Chris. Thank you!