



PORCHLIGHT STORIES - Small Sampling of Email Fundraising

Dear [FIRST NAME],

Paralyzed Veterans of America [CHAPTER] is proud to play a role in helping our national organization continue to provide vital programs, services, advocacy, and support to veterans with spinal cord injury and disease, such as MS and ALS, and all people with disabilities – free of charge.

- More than 12,000 people in the US sustain a spinal cord injury each year
- 1 Million people in the US are living with MS
- 30,000 people in the US have ALS, with 5,000 new cases a year
- More than 5 million Americans are living with paralysis; 1 in 4 were a result of spinal cord injury

[HISTORIC RESEARCH IMAGE] The PVA Research Foundation funds scientists who conduct research to improve the lives of veterans and others living with SCI/D (spinal cord injury or disorders), as well as diseases like MS (multiple sclerosis) and ALS (amyotrophic lateral sclerosis).

[BUTTON] DONATE NOW [LINK TO DONATION PAGE]

As we shared earlier in the month, PVA is celebrating 75 years of service to veterans. There is much more to be done to ensure veterans and all people with disabilities experience a better quality of life. Join us and **make a gift today** [LINK TO DONATION PAGE] to show your support.

Thank you,

[SIGNATURE LINE]



Subject: **CHOLERA IN HAITI: The Survival of the Human Race Depends Upon This.**

A special message from:



MOMS AGAINST HUNGER

Dr. Gayla Holley P.O. Box 25 La Porte TX 77571 momsagainsthunger.org

Dear Friend of the Hurting,

Very soon you will sit down to a Thanksgiving meal with friends and family and just before someone offers thanks, you will reach for your glass to enjoy a refreshing sip of water. As you do this, you will assume that it will not only taste good but also be good for you. In fact, it's likely that you won't even consider that the water could be unsafe for drinking. Instead, you'll drink without fear or worry of such things.

Yet in a land not far away, cholera born from unsafe drinking water is killing thousands of children and their families in as little as 48 hours after consumption.

“THE SURVIVAL OF THE HUMAN RACE DEPENDS UPON CLEAN WATER.-please help us end the cholera epidemic now.”

You know, that phrase sounds a little dramatic, don't you think?

However, it is true. YOU and I could not survive for a day without water.

There are hundreds of millions of people in this world who are on the very brink of death, simply because they don't have clean drinking water. Now, worse than the devastating earthquake itself last January, an **outbreak of CHOLERA** is beginning to sweep the country of Haiti---about 300 have died; and 3,000 have been infected.

According to health officials, the very best way to prevent cholera is to provide bacteria-free water for human consumption. That's why I am writing today!

The outbreak is north of Port-au-Prince, the country's capital, and we are trying to



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stop it, before it reaches the tent cities that were established due to the earthquake in Port-au-Prince.

Thousands are sick with dysentery because the water they have taken is polluted or infected.

What you and I take for granted is NOT taken for granted by our neighbors in Haiti.

When we think of water, we think of floods or lack of water in the desert. Hurricane season, floods in Pakistan, melting of the ice cap, the Sahara Desert---these are times when we momentarily reflect upon water; or the lack of water. But, quite frankly, it is only for a moment.

That is simply why I am appealing to you today.

You are already more than aware of the great earthquake that devastated the entire country of Haiti this past January. I have been there and have held babies that would soon die because of a lack of clean water. I looked mothers straight in the eye who had children who were literally dying because of drinking polluted water. Dysentery was the order of the year.

I cried. I prayed to God. I fell on my knees and thanked God for the health I have.

I even thanked God for the water I could drink. I grew up as a missionary kid, nearly broke, but at least we had a glass of water that we could drink.

Thank God for water purification pills and water pumps which purify water.

My friend, that is why I am writing this letter today...on behalf of those in Haiti without any clean water---

Please, **SELECT HERE to supply Haitian children with clean water, helping to rid the country of Cholera rapidly spreading diseases! **Your Donation will actually save lives!****

Remember a few decades ago when Evian water bottles appeared. Many in American thought it was "cool" just to have one of those in our hands. But now, **BILLIONS OF DOLLARS** are spent on bottled water. Yet, we think nothing of it.

Do you understand that entire families have NO access to water, except in a polluted river? Many in the world face that every hour; and especially in Haiti. Even BEFORE the devastating earthquake, Haiti had one of the most deplorable water systems in the world---**before** the earthquake. Now, **it is simply horrific!**



*Our water pump installed
here will save lives!*

Since I have been to Haiti numerous times, I've built up a rapport with many, many Haitian moms who tell of their heart-wrenching story about their children.

It's one thing to see a mother and her children with parched lips from lack of water. That, alone, is a sight one should never experience. BUT, there is something even much worse than that, is seeing children drinking from polluted streams, infected and tainted water wells, knowing that the water they are drinking will cause diarrhea and dysentery - or even worse, death.

Personally, I have held children in my arms that will die due to contaminated water! It is something that I cannot put into words. Until you have experienced this, you cannot understand the tears that I've shed for these dear Haitian children.

The need in Haiti is extremely great. Hundreds may die from this latest outbreak of cholera!

MOMS AGAINST HUNGER has helped find and develop a water purification system that is inexpensive and will literally save HUNDREDS OF LIVES---each unit!

This specialized water purification pump can be set up (even to a well) and actually help 19 families every day. This pump provides safe drinking water with a capacity up to 90 gallons per day to any water storage tank or well. Then it is hooked up to any sink faucet. I have used this pump myself, personally, here in Texas---and it is phenomenal.

But think what it can do to help the disease-ravaged children in Haiti! I'm asking you to financially assist us today, to help rid the nation of dysentery and rapidly-spreading disease.

Please, help us send waterpumps to Haiti that will bring clean drinking water to suffering children.

No matter what you give, your gift is absolutely PRICELESS. How do you put a price-tag on the life of a child? You can't. But by supplying non-polluted water to a child, he or she can drink clean water and avoid the diseases that continue to spread across Haiti. **ONE CANNOT PUT A PRICETAG ON A HUMAN LIFE!**

What does a gallon of pure water cost at Wal-Mart? I pay roughly 38 cents when I fill my jugs there. Help me do the math: 90 gallons of water a day at 38 cents for a 3-year cycle would be \$37,449. That's right the \$665 cost per pump will save over \$37,000 over a 3-year period! Yes, that's what your gift will do!

90 gallons of pure water will serve 20 Haitian families with about 4.5 gallons a day to drink and cook with. It will take care of most orphanages, churches, schools and hospitals. OR, 20 families can share water from the same well---disease-free!

Here is a photo of the basic unit that you and I will supply:



90 gallons a day of purified water!

After the cost of the unit, filters, assembling the unit, transporting them to Haiti, and hookup to a water source, etc., the basic cost is only \$665...or only \$33 per family!

It is portable, convenient, easy to hook up, and easy to use. This cost also includes installation and training to use a way to sample the water to show its daily purity. IT is very reliable and very durable. It

can be installed indoors or outdoors. We already have on-the-ground, trusted employees who will make sure these are hooked up directly with the needy families. Our Haitian work is guaranteed that there will be no stealing or pilferage of the units, once it arrives in Haiti. That's a good thing! You see, we've been working diligently in Haiti years before this earthquake.

Maybe you can save an entire family right now, only by giving a donation of \$33!

YOU CAN HELP END end the Cholera epidemic!



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You can literally save many lives by helping to provide our MOMS AGAINST HUNGER Water Purification Pump. Once the pump reaches Haiti, within hours it will be helping many families...to help rid the nation of dysentery and disease.

We estimate with full capacity usage for 20 families, this pump will last at least 3 years before we must fix it or replace it.

Your donation of \$19 will save the children of one family for at least three years.

Your donation of \$33 will save one entire family from diseases.

Your \$66 gift will save two families from diseases.

Maybe you feel a tug on your heart strings and could possibly give \$665 for one entire water purification pump that will rid 20 families of disease!

Please do as you feel led. It's not about our organization. Or me, or even the Haitian earthquake tragedy, it's all about saving ONE CHILD from disease and dysentery ---one child at a time. Please give generously, even securely right now!

Please. Please. Please help rid this forgotten nation of the disease that is like a gigantic plague. The water must be purified. We must provide these pumps right away.

I really don't know anywhere else where you could give that will actually, literally save many lives through your generosity.

The time to act is now. **The "tent cities" are a breeding ground for disease. An outbreak in these tent cities of cholera would be literally devastating!**

Clean water is essential. Think about your day-to-day water situation, and please respond in an expedient way. Thank you.



Will you help save a Haitian child?

FAX NOW!

DONATIONS

DONATE NOW!

My Friend, maybe you cannot understand or comprehend what your donation can literally do! Actually, the survival of the human race in Haiti depends upon your donation. That sounds preposterous. But it is so very true!



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With compassion for those children
who will die without clean water,

Dr. Gayla Holley

Dr. Gayla Holley

P.S. Please, don't ever take your water for granted! I know we live in economically-challenging times, but you have the very direct POWER within you to save an entire Haitian family's life, just by your gift of providing non-polluted water!



*Dr. Gayla Holley poses
with
a needy Haitian mother.*

Help us to rid Haiti of Cholera and rapidly spreading diseases! **Your Donation will actually save lives!**

MOMS AGAINST HUNGER
Contribute online or by mail:
Department Code 4596
P.O. Box 25
La Porte, Texas 77571
momsagainsthunger.org



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Subject Line:

- **"My hero, my father"**

Preheader:

- **Support our hero fathers with a Fathers' Day gift**

Dear Supporter,

"Most people wouldn't have the strength to go on, but my dad has a very strong, determined mind. I love and admire him very much."

That's Sarah, talking about her father Hack Albertson. Hack served as a weather observer and assistant forecaster attached to Marine Aircraft Group 31 until a devastating accident severed his spine and placed him in a wheelchair for life.

This Father's Day, as we honor our fathers and grandfathers, we also need to remember all the fathers like Hack who care for their families and children while facing the challenges of being paralyzed veterans. [Please make a gift now to honor veterans and all the fathers in your life.](#)

Paralyzed Veterans of America (PVA) helps veterans like Hack, as well as their families and caregivers, by helping them obtain earned benefits; investing in medical research and education; giving them employment assistance; providing peer support; and advocating for legislation that improves the lives of all people with disabilities - free of charge.

Hack may never walk again. But, as you can see from this dance with Sarah on her wedding day, he is living life to the fullest!

"The fact that he's paralyzed doesn't affect his personality and character," Sarah says. **"That's why he is my hero, my father."**

In fact, Hack inspired Sarah to pursue a career in service. She's a Lt. Commander in the U.S. Navy, fighting for America while knowing that back home PVA is fighting for veterans like her father in your state and throughout this great country [thanks to supporters like you.](#)



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Our nation is full of heroes like Hack, supporting their families and serving their communities, and I believe they are an inspiration to us all!

To all the fathers, brothers, uncles, sons and grandfathers who have sacrificed so much for our nation and our freedom, Happy Father's Day from all of us at Paralyzed Veterans of America.

With my heartfelt thanks,

P.S. It isn't only their service to America that makes our paralyzed veterans such heroes. It's also the example they set when the war is done. [Thank you for remembering their service, sacrifice and commitment with a Father's Day gift.](#)



[headline]

HELP VETERANS WITH MULTIPLE SCLEROSIS REACH NEW GOALS

[button]

DONATE TODAY

[email body]

Dear <<First Name>>,

My name is Karla Clay. I'm proud to say I was Valedictorian of my high school class, and I went on to obtain a marketing management degree on an Air Force ROTC scholarship. While in service, I was selected U.S. Air Force Commissary Service Junior Officer of the Year and achieved the rank of Captain in less than four years.

But then a shocking Multiple Sclerosis diagnosis challenged me with new physical and emotional lows.

I noticed dizziness. Headaches. Visual color deficits. And I started stumbling. While walking with colleagues, I would just go "splat" on the ground. But after my diagnosis I kept the reason quiet. I hadn't yet told anyone I had MS because I didn't know what their reaction would be.

[pull-quote]

"I hadn't yet told anyone I had MS because I didn't know what their reaction would be"-Karla

Veterans know how to stand tall in the face of fear. But when symptoms of MS strike, it's a new challenge to face...and we need your help.

<<First Name>>, this is why [I'm writing to you](#) today. **March is Multiple Sclerosis Awareness Month.** Veterans with MS urgently need your assistance.

Please provide PVA services

that help change the lives of

paralyzed Veterans with MS like Karla.

[Your support](#) has never been more critical. About 1 in every 4 members of PVA live with MS. Life-threatening symptoms include the following and more:

- paralysis
- problems speaking
- tremors and numbness
- blurred vision or blindness



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- loss of balance and coordination
- memory loss and difficulty concentrating

MS is a sudden and scary diagnosis that affects your whole life. I had to stop driving, because I couldn't press the pedals unless I picked up my knees and moved my leg back and forth manually. That's dangerous, of course, so I became reclusive and stayed in my house. I didn't have any family or friends nearby, so I stayed home alone in my bedroom for days at a time. My world became four walls. I practically became non-existent.

That's when the [generosity of friends like you](#) stepped in. At the time I considered myself a "wheelchair potato," so I was shocked when friends suggested I participate in PVA's National Veterans Wheelchair Games, co-hosted with the VA.

Eventually I signed up for racing, javelin and bowling, and became hooked on adaptive sports, particularly strength training. I've come out of my shell and met so many great people, reaped the rewards of volunteering, gotten in shape, and learned so much, especially about myself. I even have three gold medals. The flame was lit in me...and I'm going strong!

Getting involved in PVA's Wheelchair Games got me more involved with PVA, where today I am happy to volunteer and give back to other Veterans. If you'd told me I'd be doing all these things 10 years ago, I would've thought you were crazy. Getting involved with PVA changed my life.

**This is the power of your gifts.
Please change more lives today.**

<<First Name>>, please work together with me so more Veterans facing a new MS diagnosis meet the disease with all the help and support they deserve.

[\[button\]](#)

DONATE TODAY

Thank you,

Signer

Title

Paralyzed Veterans of America

P.S. Did you know that MS cases are higher in female, and in African American Veterans?
Please take advantage of this wonderful opportunity to help the lives, and spirits, of paralyzed and disabled Veterans. Thank you.