



Dear Donation Administrator,

We write today to request an auction donation for our September 19, 2020 fundraiser at the TAK Music Venue in Dilworth. All proceeds from Rock from the Heart events support aortic health awareness and education events in the region. Our 2019 and 2020 events were a huge success, bringing in over 1000 attendees from across the US.

The silent auction will be in conjunction with our fall event, Let's Dance, featuring The Band that Fell to Earth: Tribute to David Bowie and DJ and the Atomics. The auction will be listed prior to the event online, and donors will be promoted heavily on social media (Facebook, Twitter, and Instagram). The auction site will have clickable links to your business website. The auction will convert from online to live the day of the event (Sept 19) so your business will also be highlighted at the event.

Rock from the Heart has a highly engaged fan base, ensuring exposure for your business.

Rock from the Heart Mission and Vision

- RFTH's mission is to provide accurate information about thoracic aortic aneurysms, aortic dissection, and aortic valve disease by reaching out to the community through music.
- RFTH events are designed to connect survivors, caregivers, medical professionals, researchers, and others affected by thoracic aortic disease.
- RFTH supports organizations working to bring high quality cardiac care to outstate and rural communities.
- Rock from the Heart's goal is to organize events that are affordable and accessible to people at all income levels.

Thoracic aortic aneurysms are rare, occurring in approximately 6-10 per every 100,000 people. About 20% of those cases are linked to family history. Because the disease is rare, there is limited information available to those at risk and to those diagnosed with the condition.

RFTH aims to change that by holding events that bring these conditions to the forefront. We are committed to increasing public awareness of the factors that put people at risk for aortic disease, and to improving the diagnosis and management of these life-threatening conditions.

Rock from the Heart is a nonprofit corporation organized in the state of Minnesota. Rock from the Heart is a recognized charity under section 501(c)(3) of the IRC. All contributions to Rock from the Heart will be deductible to the contributor to the extent permitted by law.

EIN 84-2009806

From the Heart,

Amy Johnson
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