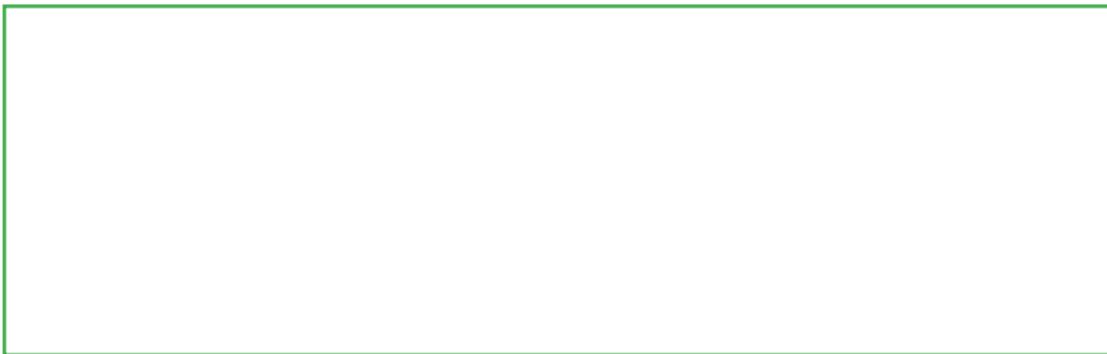




PO BOX 55011
LITTLE ROCK, AR 72215
WWW.CARTI.COM



A letter to you from
Dr. Mendelsohn
about cancer, Conway,
and our future.

CARCONWAY

The favor of your reply requested by <date>.



<Addressee>
<Address1>
<Address2>
<City>, <St> <Zip>

Dear <Salutation>,

I'm writing to you with an opportunity to make a huge, lifesaving difference in Conway. Now you can transform CARTI Conway into an elite medical center to save more people in our community from cancer. Maybe even someone you love.

As a cancer specialist, I've had to say the words that everyone fears: "I'm so sorry, but you have cancer." That's why I'm passionate about this. Right now, this is our chance to join together and drive the future of cancer medicine in Conway. For our families, our friends, and our neighbors.

I've been a physician in Arkansas for 38 years. I went to medical school in Arkansas. I've lived in Arkansas my entire life. I love Conway. But here's the cold reality.

More than 1,000 people in Conway and surrounding areas get cancer every year.

For their sake, we need to take CARTI Conway to the next level. This is the purpose of the capital campaign underway now, and I'm inviting you to take a leadership role to drive it forward.

Please consider a gift to help raise \$XXX,XXX by <date> to transform CARTI Conway into a modern, comprehensive cancer center with state-of-the-art medical technology, compassionate, patient-centered care, and healing, tranquil surroundings.

Here's what your gift accomplishes:

- Clinical services for medical oncology, radiation oncology, and diagnostic radiation will be under one roof for patient convenience and improved care.
- New infusion chairs will allow us to treat more patients. There will be 12

new chairs, with room to expand to 28. The chairs are heated and designed for comfort, and each infusion station will have chairs for family members or caregivers.

- There will be more rooms for infusion, medical oncology, a lab, and a nurse/physician workroom.
- Medical oncology will be available four days a week instead of three, so more patients can receive care.
- With the new floor plan, everything from patient registration to consultations to treatment will be easier with streamlined flow throughout the center.
- More windows, more light, and more greenery will create an atmosphere of calm, restorative healing.
- The center will have new furniture, wall coverings, flooring, and lighting, making it a more comfortable place to be.

Sitting across from a patient and giving a cancer diagnosis is a roller coaster of emotions. As a physician, I feel blessed to be able to come alongside someone who's getting the worst news of their life, and provide them with a treatment plan that's compassionate, hopeful, and based on the best medical science.

I can do that even more effectively with your help to create the new CARTI Conway. Consider this: Your support will put medical oncology, radiation oncology, and diagnostic radiation all in one location.

So, instead of having to drive to another office, patients can see their radiation oncologist and go down the hall to see their medical oncologist or have chemotherapy. That'll be a lot more convenient. The care will be better too, because the patient's doctors will be in one location to confer about treatment and progress.

That's not all. The new CARTI Conway will have 12 state-of-the-art infusion chairs. This new medical technology will allow patients to be more comfortable during chemotherapy. The chairs will even be positioned to give patients a pleasant view out of a window.

In fact, the center will be redone for more light and more greenery. It's important

Next page, please >

to have an encouraging and uplifting atmosphere with windows, sunlight, and optimistic nurses and doctors. This is the kind of environment that creates the best response to cancer treatment. I'm convinced it makes a difference.

I think about people like Randy, who lives just outside of Conway.

When I first saw Randy, he was in so much pain that a simple cough took him to his knees.

After diagnosing him, I had to tell him he had cancer in his lung, liver, and kidney. He comes to Conway for chemotherapy, and he's had three rounds of chemo so far. He's doing better. The pain is gone, and he's back at work. We're all pulling for him.

Randy is such a great guy. We all love him. Talking with one of my assistants, he told her that when he was a kid his mom gave him a teddy bear when he felt bad. Keep in mind, Randy is in his 60s. So when Randy came in for his first treatment, my assistant had a teddy bear for him.

That simple gesture touched him. It brought a tear to his eye. It showed him we care about our patients as people. And it's why your gift for this campaign is so important.

Please consider a generous gift to transform CARTI Conway into a modern, comprehensive cancer center with state-of-the-art medical technology, compassionate, patient-centered care, and healing, tranquil surroundings.

I personally believe in a higher power. I believe I'm there in that room to serve God and serve my patients every way I can. And that means having a cancer center in Conway that's one of the best in the country.

This is crucial for Conway and our future.

I think Conway is a great town. It's progressive. It's a college town filled with smart, interesting people.

It means everything for the future of Conway and the surrounding areas to have CARTI Conway expanding and updating. It shows that Conway is growing too,

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becoming an even better place to live, work, and raise families. This new cancer center will be a jewel, a point of pride, in Conway.

Please consider a generous gift now.

I'm asking for your help to raise \$XXX,XXX by <date> for this capital campaign.

Your support creates the new CARTI Conway, a modern, comprehensive cancer center with state-of-the-art medical technology, compassionate, patient-centered care, and healing, tranquil surroundings. This is for our families, our friends, and our neighbors. Please consider a generous gift now. For all of us in Conway.

Sincerely,

[signature]

Lawrence Mendelsohn, M.D.
CARTI Cancer Center

P.S. Do you know Terry and Joyce Fiddler? They live in Conway. Wonderful people. Joyce was treated at CARTI, and today she's cancer free. The Fiddlers are generous supporters. I hope you follow their example of support and help raise \$XXX,XXX by <date> to create the new CARTI Conway, a modern, comprehensive cancer center. Please give now.

Dear Friend of CARTI,

I'll tell you, when you hear 'cancer,' you're scared out of your wits.

But the people at CARTI make you feel like your recovery is the most important thing in the world. They put their hand on your shoulder and say, 'We're going to help you.' They give you the hope you need to beat cancer.

And the treatment helps so much. If it wasn't for these folks, I don't know if I'd be here now. They give you a chance to live.

So, I'd sure appreciate it if you could donate to turn CARTI Conway into an even better cancer center for people like me and everybody in Conway. Will you do that?



All the best,
Randy Spiers
Cancer Survivor



Personal Reply Form for <Addressee>

Dr. Mendelsohn, I would be happy to be part of the capital campaign to help raise \$XXX,XXX by <date> for the new CARTI Conway.

I'm enclosing my gift of:

\$<XX1> \$<XX2> \$<XX3> \$_____ to help as much as possible.

I know my generosity will help create the new CARTI Conway and provide:

- Advanced cancer treatment. Medical oncology, radiation oncology, and diagnostic radiation will be fully integrated under one roof.
- The latest medical technology. New infusion chairs will allow physicians and staff to treat more patients more comfortably. New technologies will be easier to incorporate as well.
- Greater convenience. The new floor plan will make registering, receiving treatment, and moving throughout the facility much more comfortable. There will also be welcoming areas to sit and visit.
- Complete healing. More windows and more relaxed surroundings will create an atmosphere of restorative calm.

Make your check payable to CARTI Foundation.

To give by credit card, see reverse side.

<Addressee>

<Address 1>

<Address 2>

<City><State><Zip>

<donor ID>

To give online, visit: www.CARTI.com

My email address is _____



Your Generosity Cures Cancer and Saves Lives at CARTI

With each gift you give, your wonderful support goes to work to provide:

- World-class cancer treatment for our families, friends, and neighbors in Arkansas.
- State-of-the-art medical technology for saving lives.
- Patient and caregiver retreats for emotional support.
- Patient assistance to help people in need fight cancer.
- Resource and appearance centers for free wigs, hats, scarves, and more.

Thanks to you, CARTI Cancer Center delivers the most advanced cancer care in a compassionate patient-centered and family-centered environment. You make us the finest cancer center in Arkansas.

CREDIT CARD INFORMATION

To charge your gift to CARTI, please visit us online at www.CARTI.com or complete the information below and return this form in the envelope provided.

Please charge my VISA MasterCard Discover American Express

Credit card number: _____ Exp. Date _____

Ver. Code _____ (4# on front of AMEX; 3# on back of others)

Name _____ Signature _____

This is a one-time gift. This is a monthly gift.

This gift is in Honor of Memory of

Name _____

Please send acknowledgement to:

Please send me information on including CARTI in my will.

If you wish to be removed from our mailing list, please contact the CARTI Foundation at 1-855-552-2784, ext. 3407 or email amy.dana@CARTI.com

Please
Place
Stamp
Here

I'm helping create the new CARTI Conway!



CARTI FOUNDATION
PO BOX 55011
LITTLE ROCK AR 72215