

STAMP
HERE

It's a girl!

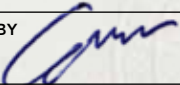


<Mrs. Joan Sample>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>



255 Carter Hall Lane, PO Box 250
Millwood, VA 22646-0255

CERTIFICATE OF DEATH

IDENTITY NUMBER 8057 4369 32885 -3			
SURNAME Majakodun		FIRST NAME Amina	
HAIR COLOR Brown	EYE COLOR Brown	AGE Newborn	GENDER Female
DATE OF BIRTH 21 June, 2017		DATE OF DEATH 21 June, 2017	
CAUSE OF DEATH Dengue fever viral infection			
DATE OF ISSUE 22 June, 2017		ISSUED BY 	

<Mrs. Joan Sample>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>



c17252359



Will it be the joy of a new life?
Or the horror of a newborn's death?

<Date>

<Dear Mrs. Joan Sample,>

I can tell you how it begins ... like this.

A sweet little newborn, her scrunched-up face, her eyes still closed, her tiny fingers balled up and tucked under her chin. You know, like newborns do.

She opens her eyes, and it's joy. Joy like a sunrise for her mom and dad. They look at each other, beaming, then back at their baby girl. Every wriggle and squirm is a reason for delight.

They think of what her name will be. Amina, perhaps. It means "peaceful" in their African language. They wonder what her future will be, hopefully better than their own lives in poverty. And then ...

She's dead. Dead the same day she was born. Dead in the same cinder-block house where she was delivered. Dead from a preventable virus. She lies open-mouthed to the night air. The stillness of her tiny body against the stillness of the dark night.

over please >>

Your Gift Multiplies 48 Times in Impact to Save Newborns' Lives



Your generosity multiplied. Always.

255 Carter Hall Lane
PO Box 250
Millwood, VA 22646-0255

YES, I want to save the lives of newborns at risk in poor regions around the world. Here's my gift of:

- \$XX1 to send \$YY1 of lifesaving training, treatment, medicine and more.
- \$XX2 to send \$YY2 of lifesaving training, treatment, medicine and more.
- \$XX3 to send \$YY3 of lifesaving training, treatment, medicine and more.
- \$_____ to be multiplied 48 times to save babies' lives.
- Repeat this gift monthly, making me a HOPE Lifter (sustaining donor).

Please make your tax-deductible check payable to Project HOPE, and mail it, along with this form, in the envelope provided.

To donate by credit card, please see other side.

To get updates about the good you do, please provide your email address or update the one listed: <Mrs.Joan.Sample@emailaddress.com>

XXX XXX XXX XXXX

To give online, visit: projecthope.org/donate

Her parents cry out with a heart-rending wail of pain that comes from ... their souls, their ancestors. The life of this innocent, little baby and their dreams for the future — gone with a final gasp of breath.

The hope and happiness you saw on the envelope — a joyful birth announcement — ends with a death certificate, like the one you see attached to this letter. They're symbols of how joy turns into tragedy in poverty-torn regions of the world.

But it doesn't have to end like this. Because now ...

Your gift will multiply 48 times in impact to save these innocent lives.

Your gift of \$XX1 will grow to \$YY1 ... your gift of \$XX2 will grow to \$YY2 ... your gift of \$XX3 will grow to \$YY3 to save babies from threats like pneumonia, parasites, infections, breathing problems, low birth weight, diarrhea — threats that kill newborns in hours or days.

Your generosity will send our volunteer doctors and nurses into remote regions. Everywhere from villages in Africa, to mountaintop towns in Tajikistan, to rural farming areas in Asia and more.

With you backing them, our volunteers will train local nurses, doctors, midwives and other health care workers. And equip them with medicine and medical supplies. So these local health workers, in turn, can save lives.

Please give now when your gift will multiply 48 times in impact to save innocent babies from dying in poor regions around the world.

The real tragedy is that these deaths are completely preventable — in rich countries like ours, at least. In poor countries, simple things like an infection can turn deadly within hours.

All I can do is rely on the deep well of compassion in your heart to save these babies from dying. All I can do is ask for your help.

Please give now. A tiny, young life that's so fragile and so precious — that's worth saving, isn't it?

Sincerely,



Tom Kenyon, M.D., M.P.H.
Chief Executive Officer

P.S. I can tell you about infant mortality rates, but those are just statistics.

This is far more important: Your gift will multiply 48 times to save the life of a newborn — a precious newborn who's the joy of her mom and dad.

Please give now, won't you?

CREDIT CARD INFORMATION

To charge your gift to Project HOPE, please visit us online at projecthope.org, call 1-844-349-0188, or complete the information below and return this slip in the envelope provided.



Card Number _____ Expiration Date _____

\$ _____

Signature _____ Amount _____

This is a one-time gift.

This is a monthly gift.

Check here to give each month by credit card.

Please send me information about how I can include Project HOPE in my will.

If you are interested in making your gift with stock, please contact our Planned Giving office at 1-800-544-4673, ext. 472.

Project HOPE sometimes provides the names and addresses of our partner to other organizations for use in their communications programs. If you DO NOT want us to share your name, please let us know by checking the box below:

Please do not share my name with other organizations.

If you would like to modify or eliminate direct marketing communications received from Project HOPE, please call 844-349-0188 (toll-free), or send a written request to the following address: 255 Carter Hall Lane, PO Box 250, Millwood, VA 22646-0255.

Thank you for
saving babies' lives!

C

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

DC1771ZZZZZ

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1 MILLWOOD, VA

POSTAGE WILL BE PAID BY ADDRESSEE

PROJECT HOPE
GIFT PROCESSING CENTER
PO BOX 5029
HAGERSTOWN MD 21741-9968



A copy of Project HOPE's annual report is available on request. For fiscal year ending June 30, 2015, 95% of all expenses was for programs.

Residents of the following states may obtain information as follows: FLORIDA: FL Registration #CH617. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE [(800) 435-7352] WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. Maryland: Copies of documents and information submitted by Project HOPE under the Maryland Charitable Solicitations Act are available for the cost of copies and postage from the Secretary of State, State House, Annapolis, MD 21401, (410) 974-5534 [(800) 825-4510 within Maryland]. Michigan: Project HOPE's Michigan registration number is MICS9277. Mississippi: The official registration and financial information of Project HOPE may be obtained from the Mississippi Secretary of State's office by calling (888) 236-6167. New Jersey: **INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215.** New York: New York residents may obtain a copy of Project HOPE's annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271.

North Carolina: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989 (toll-free in North Carolina) or (919) 807-2214. The license is not an endorsement by the state. REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE.

Pennsylvania: The official registration and financial information of Project HOPE may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, (800) 732-0999. Virginia: A financial statement for the most recent fiscal year is available upon request from the Division of Consumer Affairs, Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23209; (804) 786-1343. Washington: A notice of solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at (800) 332-GIVE. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305.

The enclosed letter describes one or more of Project HOPE's medical, education and humanitarian assistance programs. Contributions received from this appeal will be used to support these programs and all of Project HOPE's worldwide health care efforts, wherever the need is greatest. This material is being sent to you to provide information. There is, of course, no obligation on your part. You may respond or not respond as you choose. Project HOPE sometimes provides the names and addresses of our partners to other organizations for use in their communications programs. If you DO NOT want us to share your name, please let us know by checking the box below:

Please do not share my name with other organizations. If you would like to modify or eliminate direct marketing communications received from Project HOPE, please call (844) 349-0188 or send a request to the following address: 255 Carter Hall Lane, PO Box 250, Millwood, VA 22646-0255. Visit our web site: projecthope.org