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Material!

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

**INVESTMENT OPPORTUNITY EXCLUSIVELY PREPARED FOR:**

Mr. John D. Sample  
123 Main Street  
Apt. Z-G  
Anytown, USA 12345-6789





**FROM THE DESK OF: DR. TOM KENYON, M.D.**

**A single action on your part can save lives on a vast scale and alter the course of entire communities.**

*May I tell you more about the Project HOPE Impact Fund?*

Dear Mrs. Joan Sample,

I'm writing to you with an exciting opportunity — and an urgent one — to invest in the transformation of three crisis zones around the world where people are suffering and dying.

And to invest in Project HOPE as a humanitarian organization devoted to curing disease, strengthening health care and saving lives.

It's the *2016 Project HOPE Impact Fund*. But why the urgency? Because the hurting people in these three crisis zones are locked in a struggle against disease and poverty, without health care, without help, without hope.

This is a breakthrough opportunity for you at the leadership level to confront human suffering and its effects on the world community.

If you decide to take a leadership role in this global humanitarian action, you will realize significant advantages. For example:

**GREATER IMPACT:** Your investment in the *Impact Fund* will be multiplied many times over. That's because the Impact Fund powers everything that Project HOPE does — from shipping medicine, to deploying volunteer doctors and nurses, to creating special programs for women's and children's health, and more. As a result, your gift grows in impact with each lifesaving effort that Project HOPE undertakes.

**ACCESS TO STRATEGIC INFORMATION:** You will receive access to inside information about Project HOPE's operations in telephone conferences and webinars with our experts. You move to the forefront of

<Mr./Ms.> <last name>,

An investment opportunity I thought you'd like.

- Dr. Tom Kenyon

*Please turn over*

global health initiatives taking place around the world.

**ACCESS TO SENIOR EXECUTIVE STAFF:** You will have priority access to me and to my key Vice Presidents who lead our operations around the world. As a past director of the Centers for Disease Control (CDC) and a physician, I have a wealth of knowledge on global health that I'm eager to share with you.

**NAMING RIGHTS:** This is perhaps one of the most gratifying and exclusive features. You'll have the chance to name the Impact Fund after yourself or a loved one. It's a public acknowledgement of your commitment as a humanitarian to making a real, lasting difference in the world.

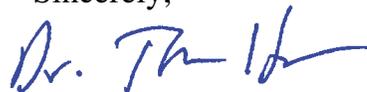
Of course, it's entirely up to you whether you decide to become part of the ***2016 Project HOPE Impact Fund***.

*But consider this: Your gift will save the lives of moms, dads and children who are suffering and dying. You'll make a difference for entire villages struggling in poverty. You will even touch the lives of future generations.*

This is the perfect opportunity to take action as a humanitarian of the first order, demonstrating a deep level of caring for others and a decisive will to help.

**So please take a look at the prospectus I've enclosed for your review.** It has relevant information about the challenges we face in three crisis zones around the world, and how you can make a difference. This is the information you'll need to make your decision.

Sincerely,



Tom Kenyon, MD, MPH  
President and CEO

P.S. **Please read the prospectus I've enclosed, and consider your leadership role in the 2016 Project HOPE Impact Fund to save lives around the world.** Your gift will multiply in impact many times over, and you will be receive access to inside information and Senior Executive Staff. You can even be granted naming rights over the Impact Fund as an acknowledgement of your humanitarian status.

*I urge you - please review the prospectus now. Thank you.*



Your generosity multiplied. Always.

# Project HOPE Impact Fund Prospectus

## Invest in Saving Lives

The Zika virus threatening the Dominican Republic. The decimated health care system in Sierra Leone after the Ebola crisis. The Syrian refugees crouching in camps in Macedonia. In these three crisis zones — pinpointed by Project HOPE — innocent people are suffering and dying, often needlessly.

The 2016 *Project HOPE Impact Fund* was created to provide the opportunity for benefactors like you to invest in real, lasting, practical solutions that will save lives.



*With the 2016 Project HOPE Impact Fund, you invest in ending human suffering.*

## Leverage the Expertise of Dr. Tom Kenyon

As Project HOPE's President and CEO, Dr. Kenyon is a renowned expert in global health. He is a past Director of the Centers for Disease Control (CDC), amassing over two decades of visionary leadership. He has led the fight against HIV/AIDS and Ebola. And he is a gifted, caring physician.

Your leadership role in the 2016 *Project HOPE Impact Fund* puts you shoulder-to-shoulder with Dr. Kenyon, along with his Executive Vice Presidents — all recognized experts in international aid and development. This team will help manage and maximize your investment.

## Your Generosity Will Multiply in Impact

Your investment in the 2016 *Project HOPE Impact Fund* multiplies many times over in impact. That's because your generosity supplies funding that supports

everything from sending medicine and medical supplies, to deploying volunteer doctors and nurses, to developing special programs targeted to specific needs on the ground, and more. As a result, with every humanitarian action that Project HOPE is engaged in, your gift grows in impact, doing more to save lives.

## CRISIS ZONE No.1: ► THE DOMINICAN REPUBLIC

**SITUATION:** The Zika virus continues to spread in the Dominican Republic, destroying the lives of innocent babies and their moms. The virus is also spreading throughout South America, and there are real fears about a Zika outbreak in the U.S.

The Zika outbreak began in the Dominican Republic as early as January of this year. The mosquito-born virus causes fever, joint pain, headache, and rash — as well as crippling birth defects in babies whose mothers are infected.



*So much suffering. But there's so much you can do to help save precious lives.*

**ACTION TO DATE:** Project HOPE staff members at clinics in the Dominican Republic have received training on awareness, prevention and screening for the Zika virus. In addition, we have prevention messaging throughout all clinics, and we meet with patients and groups about awareness and prevention. Our staff members go out to the community with information about the epidemic. But more must be done.

**URGENT NEED:** Medicine, medical supplies and health-worker training are all needed now. Project HOPE volunteer doctors and nurses must also be sent to save lives. Your support for the *2016 Project HOPE Impact Fund* will provide lifesaving resources for this hard-hit nation.

## CRISIS ZONE No.2: ► SIERRA LEONE, AFRICA

**SITUATION:** Although the Ebola virus has just recently been contained in Sierra Leone — in large part due to Project HOPE's work there — it has left a decimated health care system in its wake.

Before the crisis, health care was already unreliable. But now, after the Ebola crisis,

the health care system is on its knees. Doctors, nurses, hospitals and clinics are overwhelmed. During the outbreak, many hospitals closed, and routine treatment of other diseases like malaria, typhoid and cholera stopped. People are suffering. Hospitals and clinics must be resupplied. Doctors and health care workers need training.

In 2013, Sierra Leone suffered the world's largest and deadliest known outbreak of the Ebola virus — a highly contagious disease with no known cure. The outbreak quickly spread, killing nearly 4,000 people.



*Your gift multiplies in impact by fueling everything Project HOPE does around the world to save lives.*

**ACTION TO DATE:** Project HOPE has sent millions of dollars in emergency medicine and medical supplies, along with experts in global health, to protect health workers and to save lives in Sierra Leone. Still, we must do more.

**URGENT NEED:** Medicine, medical supplies and health worker training are desperately needed to restore the collapsing health care system in Sierra Leone. Your support for the *2016 Project HOPE Impact Fund* will provide it.

## CRISIS ZONE No.3: ► MACEDONIA

**SITUATION:** Syrian refugees in camps in Macedonia are still at high risk. Moms, dads and children contract measles and polio. In addition, diseases like cholera and other illnesses from open sewage and unsafe water spread through the camps and turn deadly.

Last year, waves of Syrian refugees crossed the border into Macedonia, seeking safety. As of now, they're in limbo, taking shelter in refugee camps with no ability to move on or return home.



*You can save lives on a vast scale. Take your leadership role in the Impact Fund.*

**ACTION TO DATE:** Project HOPE has sent millions of dollars of medicine into

camps in Macedonia to help men, women and children vulnerable to sickness and disease. Volunteer medical teams are also supporting local medical staff. And yet, more must be done.

**URGENT NEED:** Medicine and medical supplies are in critically short supply. Clinics in the refugee camps are undersupplied and operating on a shoestring budget. Project HOPE's volunteer doctors and nurses are urgently needed as well to treat patients and train local medical staff. You can provide this help through your support for the *2016 Project HOPE Impact Fund*.



## Consider Your Investment in the 2016 Project HOPE Impact Fund

You've seen the urgent need in the three crisis zones identified by Project HOPE. Now consider how you can take a leadership role in the *2016 Project HOPE Impact Fund*.

Your gift will provide funds that will save lives around the world. And you will enjoy an array of advantages, from having the option to name the Impact Fund after yourself or a loved one, to communicating personally with Dr. Kenyon as well as the Executive Leadership Team, to accessing strategic information on Project HOPE's operations around the world and much more.

Please consider your gift now, and save lives with Project HOPE.

## Questions?

Consult Your Point of Contact

You have a dedicated representative at your disposal to answer questions about your investment in the *2016 Project HOPE Impact Fund*, to discuss your funding interests, and to address your priorities.

**To get in touch, simply call xxx-xxx-xxxx.**



Your generosity multiplied. Always.

REPLY MEMORANDUM

TO: Dr. Tom Kenyon
FROM: <Mrs. Joan Sample>
DATE: <Date>
RE: <My investment in the 2016 Project HOPE Impact Fund to save lives.>

Dear Dr. Kenyon,

I'm interested in investing in the 2016 Project HOPE Impact Fund. I know that my gift will be used to transform three crisis zones around the world and save lives.

I'm authorizing the following gift:

\$ \_\_\_\_\_.

I want to find out more about the 2016 Project HOPE Impact Fund. Please contact me to discuss it.

Thank you for taking action with the Project HOPE Impact Fund. If you have questions or would like to discuss your funding interests, you're invited to consult your contact person at xxx-xxx-xxxx.

<Mr. and Mrs. Jonathan Q. Sample>
<TrueSense Marketing>
<155 Commerce Drive>
<Freedom, PA 15042>

XXXXXXXXXX XXXXXXXXXX

XXX XXX XXX XXXX

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 give online, visit: projecthope.org/impact

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

A gift made to this appeal represents a gift to one or more of Project HOPE's medical, educational 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.

# Your Voice Matters

**Please share your feedback. It's important.**

Providing a forum for valued donors like you to share your thoughts is central to Project HOPE's Donor First Commitment. We always strive to serve you with the same exceptional care that Project HOPE delivers to vulnerable, sick and hurting people around the world.

**Tell us how to better serve you:**

1. Call us at 1-888-906-0844.
2. Visit us online at [projecthope.supporterfeedback.org](http://projecthope.supporterfeedback.org)

*Thank you for your kindness and generous support.*

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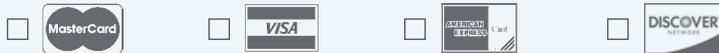
## Follow. Like. Share. Post. Tweet. Pin. Comment.

Find and follow us on social media. See photos, videos and stories of what you help us accomplish. Join thousands of others who share your commitment to helping others, and help us spread the word. A few clicks is all it takes.



### CREDIT CARD INFORMATION

To charge your gift to Project HOPE, please visit us online at [projecthope.org](http://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.

**EMAIL:**

Please provide your email address to receive updates and information on how your gifts save lives.

**I want to join HOPE Lifters by making this an automated monthly gift. Advantages:**

- Your gift multiplies each month.
- You'll have MORE impact, month after month.
- You'll enjoy ease and convenience in your giving.

**Just check the box at left to make your credit card gift MONTHLY!**



- Please send me information about how I can include Project HOPE in my estate plans.
- 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 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 1-844-349-0188, or send a written request to the following address: 255 Carter Hall Lane, PO Box 250, Millwood, VA 22646-0255.

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**RUSH  
REPLY**



**PROJECT HOPE  
GIFT PROCESSING CENTER  
PO BOX 96340  
WASHINGTON DC 20090-6340**

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A copy of Project HOPE's annual report is available on request. For fiscal year ending June 30, 2014, 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 1-888-830-4989 (toll-free in North Carolina) or (919) 807-2214. The license is not an endorsement by the 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. **REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE.**

The enclosed letter describes one or more of Project HOPE's medical, educational 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.