



American Heart Association

Lawyers Have Heart™
Boston

Date

Name

Company

Address

Dear _____,

For too many Boston residents, health is determined by ZIP code.

The differences between neighborhoods can be dramatic. The average life expectancy of people living just a few miles apart can differ by more than 30 years. In parts of the Back Bay, for example, residents live to 92, on average. In areas of Roxbury, the average lifespan is only 59.

This disparity has been exacerbated as COVID-19 disproportionately affects under-resourced communities of color. The American Heart Association is working to close that gap by supporting initiatives that can change neighborhoods and improve the lives of everyone there.

(Company Name) is proud to join the American Heart Association in that effort. Over the past XX years, we have been a proud sponsor of the Lawyers Have Heart 5K. This year, we are excited to grow our support and have committed to having a \$XX,XXX impact on the mission of the American Heart Association. This will allow them to strengthen their work to promote health equity in Greater Boston, and beyond.

Additionally, the 120 million people in the United States who have cardiovascular disease may be at higher risk for severe complications of COVID-19. We're committed to standing with the American Heart Association as they work with researchers, medical experts, community leaders, businesses and families to reduce the impact of the coronavirus.

Here are some ways the Association is dedicating its resources to make a difference:

- Investing a minimum of \$2.5 million to investigate the cardiovascular implications of coronavirus.
- Helping to accelerate antiviral drugs to combat COVID-19.
- Leveraging science and relationships to help lead the conversation about the coronavirus and how it affects at-risk patients.
- Meeting the needs of health care workers dealing with the coronavirus pandemic.
- Teaching hospitals and communities how to safely and effectively administer CPR during the coronavirus pandemic.
- Advocating for policies that ensure families nationwide have access to care, frontline health workers have the ability to care for people with medical needs and charitable organizations can continue their life-changing work.
- Working to ensure the greatest needs of communities are prioritized, including access to care, financial support, proper nourishment and physical activity.



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- Working with parents and teachers to keep kids healthy and active while away from school.
- Providing businesses with essential resources to help their employees stay healthy and active.

(COMPANY NAME) truly values the partnership that we have developed with _____ and look forward to a continuing relationship. We would like to ask for your support of our efforts in providing sustainable, meaningful funding for the American Heart Association.

(First Name), I humbly ask for your company's consideration to match (COMPANY NAME's) contribution of \$ _____ to help (COMPANY NAME) (triple) our corporate commitment to the American Heart Association.

In hopes that you and your firm will join me in stepping up to the challenge, please know that your tax-deductible contribution (Tax ID #135613797) will greatly enhance these collective efforts and the donation can be made out to the American Heart Association. Please send your check to <<COMPANY NAME, Attention: VENDOR LEAD; ADDRESS.>>

(VENDOR COMPANY's) consideration is not taken lightly, and your support means so much to us at (COMPANY NAME). In effort to show <<YOUR COMPANY>> appreciation in your donation, please know that upon a donation being made, <<XYZ COMPANY>> will be recognized at the Lawyers Have Heart 5K and by (YOUR COMPANY) in the following ways:

- 1.
- 2.
- 3.
- 4.

Someone on my team will be following up with you by (ONE WEEK FOLLOWING THE LETTER DROP) to discuss this request and walk through some of the benefits. You are also welcome to contact (VENDOR CONTACT) or myself at (PHONE).

Our goal is to have all our vendors committed by (DATE), as we plan to host a celebration for everyone that contributed and participated in the fundraising campaign.

Thank you again, (NAME). I look forward to hearing from you.

Best,

Signature