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Mr Sample
12 Sample Street
SAMPLETOWN 1234



<Mailing Date>

Dear <Salutation>,

There were those who believed we would never split the atom, walk on the moon, or fly a plane.

Then there were those few who did believe. And together, they made it happen.

Imagine having the ability to rub out cancer.

We must believe that we can. We must have a vision. We must dream that it's possible, and pursue it until it is realised.

That's why we've chosen a rubber as the symbol for the next push in our fight against cancer.

I'm going to invite you to join us, because together we can rub out cancer.

All it will take from you, is about the price of an apple a day.

<Personalised, >I am hoping you might be someone who shares this dream and who will support the vision of Cancer Council NSW.

It's a sad fact, but true one in two Australians will develop cancer within their lifetime.

Will one of them be you or me? We simply don't know.

What we do know is that it will take a vision, a dream, belief – and working together to make it happen.

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That's why I'm writing to you now – to invite you to be part of a very special team of people who will help us make breakthroughs in the fight against cancer.

We're calling the special campaign *Breakthrough*. Will you join us by donating \$15 a month?

As a supporter of *Breakthrough*, you'll receive regular updates in which you'll:

- * learn about breakthroughs in research, prevention and treatment
- * get the latest tips for keeping you and your family healthy
- * hear about events or new developments that interest you.

You'll be able to enlighten your friends at dinner parties with up-to-the-minute information, share practical tips with your family, and know that you're doing everything you can to protect yourself and those you love.

As well, you'll get the opportunity to attend occasional in-house gatherings to hear guest speakers, such as visiting scientists, researchers and health professionals – experts that you would never otherwise get to hear. You'll be able to:

- * hear first hand about their research findings
- * mix with Cancer Council's own scientists and experts
- * meet people, who, like you, have a shared interest in fighting cancer.

I'd also like to extend to you invitations to join us for special events where you will get to meet others, including the occasional celebrity, who share your commitment to the battle against cancer.

You'll also get a small keepsake, a token really, but one that I hope that you will carry with pride.

It's a simple key ring bearing our signature *Breakthrough* logo.

Why a key ring? Because it is people like you who are the key to the breakthroughs that will help us beat cancer.

Each time you use it, you'll be reminded of the life-saving role you are playing by joining *Breakthrough*.

Your key ring will immediately identify you as someone who is part of this historic mission, someone who, like me, believes that it is possible to rub out cancer for good, and who is visionary enough, and committed enough, to take concerted action.

So what kind of breakthroughs can you expect to be achieved?

Let me give you an example.

In a laboratory at the University of New South Wales, Professor Philip Hogg has created a compound that targets the blood vessels that feed cancer cells. And – unlike many cancer treatments – it has few side effects. Professor Hogg knows that some cancers, like those found in the breast,

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prostate and bowel, will not grow beyond the size of a currant unless they can recruit a supply of blood. His goal is to see if the treatment they have developed is able to starve the cancer of the nourishment it needs.

This, and the 28 or so other major research projects funded by Cancer Council each year, create breakthroughs that lead to understanding more about how cancer is caused, how it can be prevented and how to treat it more effectively, which will ultimately mean more people can survive cancer.

These breakthroughs are the result of the people of NSW – people just like you – supporting the work of Cancer Council.

So, what does it take to be part of *Breakthrough*?

I ask that you give as little as 49 cents a day or more – about the price of an apple. That's a tax deductible gift, each month, of \$15.

To make it easy for you, you can choose to have your gift deducted direct from your nominated credit card or bank account each month or quarter, whichever you prefer.

The regular direct deduction system means all you have to do is fill out your details on the enclosed Acceptance Form.

It is safe and secure, and it saves on administration costs – which means that even more of your tax deductible gift will go directly to the battle against cancer.

And, if I'm going to tell scientists like Professor Philip Hogg that they have our support for one or two or three years to pursue the in-depth research that it takes to achieve breakthroughs, then I need to know that we have the funds.

Let me assure you that if you do need to put your support on hold for a period, you can do so by simply contacting us.

You can, if you wish, also choose the type of cancer breakthroughs to which you would like to direct your gift. Just tell me on the Acceptance Form enclosed where you would like your support to go.

You can also be confident that you are giving to a reputable organisation.

Cancer Council was established in 1955 by an Act of Parliament. But we're not a government body. We're a charity and we depend on the support of people just like you. Less than 10% of our funds are used on general administration.

I wish that right now I was writing to you with good news of a cure for cancer.

Although we have made enormous advances in treatments, and more people are surviving cancer than ever before, we don't have the ultimate answer – yet.

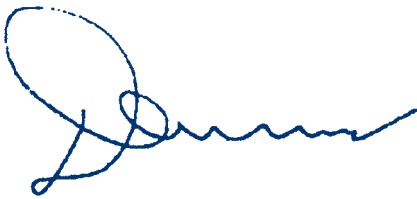
But if you join us in *Breakthrough* now, then in the future I am sure that I will be able to write to you with news of breakthroughs in treating and preventing cancer.

Together, individual contributions amount to a great deal. That's the beauty of many of us working together. What wouldn't be possible alone is entirely possible when many of us act together.

Please accept my invitation by making a regular commitment of \$15 a month. And when you do, use with special pride the complimentary address labels I have enclosed.

Together we can rub out cancer!

Yours sincerely



Dr Andrew Penman
CHIEF EXECUTIVE OFFICER

PS Every hour, approximately four more people in NSW are diagnosed with cancer. The chances are that one day, one of them will be someone close to you. Your tax deductible gift of as little as 49 cents a day will help us together achieve breakthroughs in the battle against cancer. Join us, and be part of our vision for a cancer-free future.