

Emergency Appeal!

Please respond before the 30th of May

<<Mrs Jane Sample>>
<<Sample Street>>
<<Sampletown>>
<<SAMPLEVILLE 9999>>

[Date]

**<<Mrs Sample>>, this Mother's Day, will you give a
mother in Africa the best gift imaginable... life for her baby!**

Dear <<Salutation>>

If you'd seen everything I've seen in Africa over the last few weeks, I know you'd feel as angry as I do right now.

And I certainly hope you will by the time you finish this letter.

As a <<generous ChildFund supporter/one of our wonderful Child Sponsors>> you've shown how deeply you care about the plight of desperately poor children in countries like <<[child sponsor region] and>> Africa.

And that's why I hope you'll read on... to hear about the brave children and mothers I met on my trip. Especially one little boy called Victor, who really touched my heart, and who I promise to tell you more about in a moment...

I've travelled to many poor communities before, but nothing has filled me with such despair and sadness: little babies half their safe bodyweight... toddlers too weak to even crawl, let alone learn to walk... mothers and babies caught in a vicious cycle of famine, malnutrition and premature death.

But through it all there has been one beacon of hope - and that's you,
<<Firstname>>.

Because the only thing that kept me going through all of this was the knowledge that wonderful ChildFund supporters like you *can* help these children.

Please, <<Firstname>>... will you make a generous Mother's Day donation of \$<<ask 1>> or maybe even \$<<ask2>> to give a mother in Africa the most wonderful gift of all... her baby's life.

You really do have this power in your hands right now.

I urgently need your help right now, because without the support of kind-hearted Kiwi supporters like you... the shocking truth is that more babies will die tragically from wholly preventable causes.

Here's a glimpse of some of the tragedies that occur every day in Africa...

... more than 3,000 newborn babies die
... 700 mothers die in childbirth or from pregnancy related complications
... and another 9,600 little ones between one month and five years die too

Every single day!

Just hearing these shocking facts almost had me in tears even before I set out on my last trip. But actually seeing the conditions that these mothers and babies struggle through with my own eyes filled me with a deep determination to do something about it as soon as I got home.

And that's why I'm writing to you now <<Firstname>>...

Because the truth is that two thirds of these newborn deaths could be prevented, and your gift of \$<<ask1>> or even \$<<ask2>> this Mother's Day could help us make that happen!

Here's the most important lesson I learned during my trip... it's often the simplest and most inexpensive things that save babies lives.

Something as simple as a treated mosquito net can protect a baby from malaria - Africa's single deadliest killer. And one net costs just \$4.50!

Or UNIMIX porridge. Just \$31 worth of this highly nutritious supplementary food can sustain a nursing mother and her baby for three whole months!

Simple things... like a \$75 First Aid Kit, which a community health worker trained in midwifery could use to dramatically improve the survival chances of both newborns and their mothers... for many months!

Please <<Firstname>>, will you send an urgent and generous donation of \$<<ask1>> or even \$<<ask2>> this Mother's Day? Because your gift will help to save mothers and babies in Africa from tragic and preventable deaths.

Little Victor, who I mentioned to you earlier on, is a first-hand example of a child who needs your help right now.

I call him "little" Victor, because although he's 13 months old, he's so small and thin that he looks half that age. By now, he should be learning to walk... but the truth is he's still too weak even to crawl.

As I spoke to his mother, Eunice, he sat unmoving on her lap. I couldn't even get a hint of a smile out of him. His eyes were dull. He had a nasty skin rash, and his head seemed simply too big for his poor wasting little body. I was so terribly sad to see.

Like any young Kiwi mum, Eunice held her baby gently as she explained her family's desperate situation.

From his first days of life Victor was weak, and he did not grow well. For a while he had worms and lost a lot of weight. At five months old, he weighed just 4 kilos! Most New Zealand babies reach 4 kilos before they're even one month old.

The reason for Victor's critically low weight and poor health is simple... Eunice is so badly malnourished herself, that she is unable to produce enough breast milk to nurse him adequately.

Drought has devastated the area where they live. Their crops have failed again, and again. All their livestock have starved to death. And Eunice has five mouths to feed on only 100 Kenyan Shillings a week. That's the equivalent of just \$1.90 a week in a country where a small carton of milk costs more than a dollar.

As a result the family only has enough for one meal every other day!

This is the reason Victor is so small. Why he cannot walk yet. Why he doesn't have the strength to crawl, or even to smile!

However, there is some good news...

With your help today we can provide mothers like Eunice with UNIMIX porridge. With 400 calories for every 100g of UNIMIX, this high-nutrition food supplement can help mothers to produce the milk their babies need. And UNIMIX is also a wonderful supplement for weaning babies too. So there is hope.

But... without emergency intervention like this, I shudder to think what might happen to families like these. I fear they would simply die. And I'm genuinely **afraid that for many it might be too late.**

That's why I put pen to paper the moment I got back from Kenya to write you this letter. My desperate plea for help for these innocent children!

Because every single day that goes by is critical...

... please <<Firstname>>, please will you help me to rush life-saving UNIMIX porridge supplies to mothers and babies like Eunice and Victor before it's too late?

Just \$31 of UNIMIX is enough to give a nursing mother like Eunice the strength she needs to feed her baby properly for three whole months! Just think of the babies you could save from the threat of malnutrition and death with your life-saving gift of \$<<ask1>> or even \$<<ask2>> today.

I know that your help today will make a real difference - because I've seen with my own eyes the difference individual donations can have...

... and the difference is life.

Just three weeks before I met Eunice and Victor. I met another mother called Sharon. Their lives are similar in so many ways. But things did not work out so well for Sharon's baby, Maggie.

This is a little of what Sharon told me...

"Maggie first got sick when she was one month old. She had a very high temperature and fever. I walked eight kilometres to the nearest health clinic, they suspected Malaria and gave us some medicine. Two days later she was not any better, so I went back to the clinic to be told that Maggie needed urgent attention and that I should get her to the hospital."

The only way Sharon could get Maggie to the hospital was by bus. But tragically, while they were on their way, poor little Maggie passed away.

"I was so shocked that I didn't say a word. I didn't know what to do. I just got off the bus, and got on another one back home. I wanted to give Maggie a funeral, but we had no money. That same day they came and took Maggie away."

At this point in our conversation, Sharon became too upset to carry on. I'll never forget the tears of sorrow in her eyes as I left her.

You may feel it's harsh of me to say it... but this is what happens in Africa when help comes too late... *babies die in their mother's arms on buses travelling to hospitals for treatment they can't afford.*

It happens... but you and I *do* have the power to prevent it from happening to another mother like Eunice... because simple measures really do save children's lives.

A simple mosquito net costing just \$4.50 could have saved Maggie's life. Just imagine what your urgent gift of \$<<ask1>>, or even a truly generous donation of \$<<ask2>> could achieve...

<<Firstname>>, how many childrens' lives will you help us save today?

Please act now. Please give a mother like Eunice the best Mother's Day gift there is... health, strength and life for her little baby.

Thank you so much,

Kathy McKay
Marketing Manager

P.S. Your Mother's Day gift of \$<ask1> will help us save the life of a child just like Victor, by sending simple life-saving gifts like mosquito nets, UNIMIX porridge and First Aid Kits to mothers and babies in Kenya. Please will you help before it's too late?