



Date

Name

Address 1

Address 2

City, PROV CODE

Dear [FIRST NAME]:

I'm writing today to ask for your help with Fanshawe's bursary fund in support of the School of Nursing.

What is it? It's a special fund that supports deserving students who might not otherwise be able to afford a college education.

But, before I tell you more about the fund, let me tell you a story about a young woman named Krista. I think you'll like her.

Krista is a 2nd year Nursing student here at the college. She's bright, talented, full of promise, and can hardly wait to graduate and start caring for patients in the real world.

You may have been much like her, back in your student days. I know I was.

The problem is, Krista's education is costing her far more than either of us could imagine back then. Your tuition, like mine, may have been about \$600 - \$700 a year. This year Krista's will be just over \$7,000.

And that doesn't include textbooks, clinical supplies, residence or living expenses.

Yes, this sounds grim. But let me show you how a bursary can help.

Last year, Krista was facing a crisis. Like all nursing students, she had additional program-related expenses. Uniforms, duty shoes, stethoscopes. Perhaps this happened to you too.

But, on top of this, the bill for Krista's 2nd term text books was \$600.

And, despite hard work and careful budgeting (Krista has paid for her entire education on her own, and even now juggles a demanding part-time job as a home healthcare provider on top of her heavy course load), the money just wasn't there.

The rent was due. The fridge was empty. And if Krista couldn't come up with that \$600, all her hard work would be for nothing.

This is where you come in.

Last year, because wonderful people like you supported our general bursary fund, we were able to give Krista a \$600 bursary. I can't tell you how relieved she was to buy those books, and get back to work.

You see, with the help of generous people like you, Krista's story had a happy ending.

Other students may not be so lucky.

Each year we hear countless stories from young people who want to come to Fanshawe. They dream of studying for rewarding careers and making valuable contributions to their communities and professions.

But they're not sure they can afford it.

For these students, a bursary – a gift granted solely on financial need, and one that doesn't have to be paid back – can be the difference between saying “yes” to a college education, and saying “no.”

When you give to Fanshawe, you make it possible for every student to say yes.

So my job today is to raise \$50,000 for this bursary fund.

Sounds like a lot, right?

But think: I'm sending this letter to a select group of 1,000 Fanshawe Nursing alumni, including you. If each of you makes a gift of \$50, we will raise this amount by Christmas.

Think what a relief it will be to Krista (or Scott or Natalie or any one of our hard-working students) that a little financial aid is on the way to help with next term's expenses.

Will you help? Your chequebook is right there. Or you can donate easily online by visiting us at www.fanshawec.ca/give.

Thank you. Really, from the bottom of my heart. Today's students are truly struggling to make ends meet. I promise you, your gift will be a lifeline to someone just like Krista, and will have an impact for years to come.

Sincerely,

Catherine Finlayson
Executive Director
Fanshawe College Foundation
Advancement & Alumni

PS: It breaks my heart when we have to turn bursary applicants away because we've run out of money.

Your gift of \$50 (or more, if you'd like) is the only way to make sure this doesn't happen this year. Please send your tax-free gift today. Thank you!

