NIAGARA LUTHERAN
HEALTH FOUNDATION

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Jurgen A. Arndt
PRESIDENT/CEO

August 2007

«Contact_Fullname_w_Salutation»
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Dear «Greeting»,

Your ongoing generosity to our *Annual Friends Appeal* is greatly appreciated, and I hope that you will participate again this year. Your previous gift of $«Sum_of_Gift_Amount» helped us to provide care for people recovering from surgery, injury, or illness; dementia care; respite care; end-of-life care, and inpatient and outpatient rehabilitation services to more than 4,000 people in need in 2006.

The mission of the Niagara Lutheran Health System is to provide for the physical, social, and spiritual needs of elderly residents *of all faiths and walks of life.* We believe that all people should be able to live in comfort, with dignity and respect.

Your generosity truly impacts lives, because over 75% of our skilled nursing residents cannot afford to pay for their care and must rely on Medicaid reimbursement. However, Medicaid reimbursement does not come close to covering what it costs to care for our residents. **The gap between the amount of reimbursement we receive and what it actually costs to provide care to a single resident for one year is $18,615!** Your gift will enable us to continue our mission of caring for others and will ensure that quality care is available in our community.

Caring – Heart & Soul summarizes the values of responsibility, compassion, respect, integrity, and commitment of the 800 employees of the Niagara Lutheran Health System. Your gift shows that you also care. **Please renew your support of Niagara Lutheran and, if at all possible, consider increasing your gift this year.**

Gifts and pledges may be fulfilled with a credit card, check, via transfer of stock, or through United Way's Donor Choice program. Pledges may be made over the next year- just tell us how much you would like to pledge and how you would like to be billed (monthly, quarterly, twice a year, in one installment in a specific month, etc.). **Every gift receives our deepest gratitude- thank you for your support of our mission and vision!**

With sincere thanks,

The Reverend Paul R. Mertzlufft
Board Chairman, Niagara Lutheran Health System

P.S. Please use the enclosed response card and return envelope to confirm your assistance, or call Gail Brown at 716-886-4377 to offer a verbal pledge of support. All gifts, bequests, and donations are tax deductible by law.