



Hope

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Special 5 Holiday 1 - SharePlan
October 31, 2012

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believe
in yourself

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Write a message
of HOPE to people
who need it most...

WE
are
one

Water
is
LIFE

Sending
FROM CANADA



OXFAM
Canada

2012



Threads
of Change

99999999

0000001

1/1** xx1234(Q,Q)

Mr. John Sample
OXFAM - SHARE PLAN
123 Any Street, Suite 1000
Any City, PR A1A 1A1

October 30, 2012

Dear Mr. sample,

You may wonder why I'm sending you a small piece of cloth.

Well, you probably know that when you join things together they become more valuable. And have a greater impact.

For instance, a small piece of cloth combined with hundreds of others can form a blanket. And a blanket can protect a sick and freezing mother and her children in a refugee camp.

A blanket means protection from cold, disease, and potentially even death.

Thank you for being a loyal *SharePlan* donor. Your monthly gifts give people hope for a brighter future. I want to assure you that when Oxfam joins your generous gifts with those of other Canadians, it makes a significant difference. I know that you've improved the lives of people you'll never meet, and I know if they could, they would love to thank you personally.

Mr. sample, I hope that today you will take a moment to do two important things:

1. I encourage you to write a message of hope on this small piece of cloth and return it to me. Why? Because your message will be sewn together with those from other Oxfam donors. This will create the "Threads of Change" quilt. And the quilt will be joined together with other quilts from around the world and be part of Oxfam Canada's 50th Anniversary celebration.

2. I encourage you to return a gift with your piece of cloth so that we can directly help many more people. I want to join your gift with those of other concerned Canadians to fund long-term, practical, self-help projects that will help women and children in poor communities transform their lives.

For instance, for a gift of:

- \$40 - you can vaccinate 15 goats so vulnerable herder families can improve their incomes.
- \$50 - you can bring financial stability to a woman in Mozambique by providing the tools and training she needs to start an organic market garden.

Please turn over

210 - 410 Adelaide Street West, Toronto ON MSV 1S8 • 416-535-2335 • 1-800-466-9326 • fax 416-537-6435 • www.oxfam.ca

Charitable registration number: 12971 6866 RR0001

YES ROBERT, I TOO BELIEVE HOPE & ACTION CAN CHANGE THE WORLD!

I have enclosed my message of hope along with a gift of:

\$40 \$60 \$80 or Others \$ _____

HM125-GOP-99999999

I am enclosing a cheque made out to Oxfam Canada

I prefer to use my

Card # _____

Signature _____ Expiry Date ____/____

Telephone # _____

Email _____

Please send my tax receipt to my email address provided above.

Occasionally Oxfam uses other organizations' mailing lists in an attempt to increase our donor base. In return, these organizations are allowed to use our list for one mailing. These exchanges play an important role in our efforts to sustain our project funding. However, if you prefer that your name not be included, please check here.

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1-800-466-9326 Fax: (416) 537-6435
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- \$80 - you can provide three people living through a humanitarian disaster the money they need to buy food and other essentials for the next three months.
- \$144 - you can help provide clean, safe drinking water for three families, by building or repairing water sources.

Today, I hope you'll return your piece of cloth with your simple message. Together with the other pieces of cloth, we will create a quilt that inspires others. Again, I hope you'll also consider making a special holiday gift to Oxfam to help people, who just need a little help, to dramatically improve their lives.

I have personally seen example after example where people working together have transformed a community's future forever. Hard-working women and men, who are given the tools and skills they need to feed their families and earn an income, will do so long into the future.

So please, return your piece of cloth with a brief message today.

You can see some examples on the outside of this envelope. Join with others to make a significant difference, and when you return a piece of cloth I encourage you to send a generous gift as well. Once again many thanks for all your support, and I wish you and your loved ones all the best in this holiday season.

Yours Sincerely,



Robert Fox
Executive Director

PS. It will only take you a minute to send back your message of hope on the enclosed cloth. I urge you to do it right now while my letter is in your hands. Thank you again for standing with the world's poor, and ensuring there is justice for all.

Thank you for being a generous SharePlan donor!
Your monthly gifts empower people all over the world to become more self-sufficient.



OXFAM
Canada

SharePlan

