



# Sample Sponsor Letter



## *In the Spirit of Supporting:*

### **2<sup>nd</sup> Annual Northern California Strollathon**

Avery can't speak, she can't move her hands and she can't walk. She has Rett syndrome, a disease that affects 1 out of 10,000 girls; every 2 hours an innocent baby is born with Rett syndrome. Avery communicates by looking at pictures of objects and using facial expressions. She has seizures and has to be fed through a tube connected to her stomach. There is no cure for this devastating disease...yet. Despite Avery's hardships, she keeps a smile on her face and a sparkle in her eyes. Avery, her family and her friends are determined to help propel research in the right direction...and it IS moving there!

The International Rett Syndrome Foundation's **Research to Reality Campaign** is focused on translating research from the laboratory model to the human model. This means that ideas on how to treat and reverse symptoms of the disease that have been proven effective in animal models will be used to accelerate discovery and development of new medicines for Rett syndrome, which in turn, will lead to clinical trials. The first clinical trial with a disease modifying therapy has started at Children's Hospital Boston!



Photo by marcielynnphotography.com



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**There IS hope, there IS light at the end of the tunnel and there IS momentum but we need YOU.** We need to raise the crucial dollars needed to establish more clinical trials, which will lead us to ultimately find a cure or treatments to put an end to this monster who has robbed Avery and all those diagnosed with Rett syndrome of their health and from living fulfilling lives full of opportunities that many of us take for granted. We invite you to do what you can to help these children; don't let another dream go unfulfilled. Will you help by supporting the 2nd Annual NorCal Strollathon? Please help us reach our goal of raising \$100,000 in just 2 short years! **Please help us turn research into reality.**

**Please review the enclosed giving options and respond by June 15, 2011; we thank you from the bottom of our hearts for your consideration and generosity!**

To learn more about Rett syndrome please visit: [www.rettysyndrome.org](http://www.rettysyndrome.org)  
Questions? Please contact  
Erica Robertson at  
[ericarobertson@yahoo.com](mailto:ericarobertson@yahoo.com)



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