

Dear _____ ,

It gives me pleasure to write to you about the eighth Annual A.K.I.M-Jerusalem Trek "Miles for Smiles", organized with the express purpose of raising funds and social awareness for the benefit of children and adults with mental disabilities in our city. Last year's trek covered the difference between Bituah Leumi's contributions to renovating and equipping an apartment for 4 new residents; increased para-medical support for our elderly residents; opening new leisure time activities specifically for our aged residents and increasing the opening hours of our specially designed gym for residents with both mental and physical disabilities.

In fact, economic developments in Israel have made it more important than ever, to take personal responsibility for the needs and the plight of those less fortunate than ourselves.

Personally, I have decided to join the A.K.I.M-Jerusalem Trek in order to share in this responsibility for such a wonderful cause. As you may know, the idea of the Trek is for each of the participants to engage sponsors (and thus supporters!) I am asking you to help sponsor my walk of 80+ km by making a contribution to A.K.I.M-Jerusalem. I would be grateful for any support you feel comfortable in giving.

I am attaching to this letter a form that specifies exactly how contributions can be made. If you feel uncomfortable or unable to lend support, please know that I fully understand and just press delete. At the same time, I am sure you can understand why I believe this effort to be so worthy, to the extent that I am willing to walk a challenging 80+ km for the sake of obtaining support for A.K.I.M-Jerusalem. So, if you are willing, please lend a hand and let me know that you have done so (so I can follow up). If not, know that I do understand and appreciate your patience and understanding in reading this note.

Hopefully, together, we will raise the needed funds and at the same time, increase social awareness for the benefit of Jerusalem's population with mental disabilities.

Yours sincerely,

