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Date

Name

Address

City, State ZIP

Dear Business Owner,

I am writing on behalf of the VHL Family Alliance (VHLFA), a 501(c)(3) non-profit organization based in Boston, MA. VHLFA is committed to improving diagnosis and treatment and ultimately to finding a cure for von Hippel-Lindau (VHL) disease and other forms of cancer.

VHL is a rare genetic disease which causes multiple tumors in a number of sites throughout a patient's life. The disease is non-discriminant in terms of ethnicity and geography. It can strike at any time in one's lifetime, from early childhood through adulthood. Though the disease is rare, its prevalence is as high as one-half of that of cystic fibrosis. Twenty percent of all new cases are first in the family, thus even without the genetic background an embryo is still at risk for expressing the VHL mutation. In addition, the VHL gene controls the major feeding pipeline of every tumor cell, no matter what the source. In this way, understanding the VHL gene is one step closer to curing other forms of cancer!

As someone who has been personally impacted by VHL, the disease and the gene, I am asking for your support. The VHL Family Alliance is hosting a fundraising dinner and auction November 17, 2012, and will rely on generous businesses like yours to donate items for a silent auction. Please consider donating LIST ITEM. Your donation will help VHLFA raise the funds necessary to improve diagnosis and treatment and ultimately find a cure!

If you have any questions or wish to learn more about the VHL Family Alliance, please contact me or Ilene Sussman, PhD, VHLFA's Executive Director. Thank you for your consideration and supporting the fight against a disease which has profoundly affected me and so many others.

Sincerely,