

Client	Citymeals-on-Wheels
Project	Executive Appeal Letter
Component	Email Copy
Drop Date	March 11, 2014
Communications Coordinator	Latoya Clarke

Version 1

From: From the Desk of Beth Shapiro
Subject: Help Us Restock Our Warehouse
Header: Nourish your soul. Feed elderly New Yorkers

Help Us Restock Our Warehouse

Dear %%First Name%%,

I'm writing you today with an urgent request.

Even under ideal conditions, delivering meals to 18,000 of our frail aged in one day is no small task. As you can imagine, the record snowfall, ice-covered sidewalks and frigid winds this winter made our work that much harder.

But we're committed to bringing New York's homebound elderly both nourishment and comfort... and in order to continue that essential work, [we really need your help.](#)

In addition to the non-perishable food we always provide for the holidays, we supplied extra meals throughout January and February in response to the extreme weather. In fact, we ended up delivering more than 175,000 shelf-stable meals — *almost three times the number delivered in response to Hurricane Sandy!*



**We couldn't feed New York's
homebound elderly without you.
Please help us restock our
warehouse today.**

give now



This massive effort put a significant strain on the emergency food reserves at our Brooklyn warehouse. It's crucial to the thousands who rely on us that we stay fully stocked at all times. [Please help us restock our warehouse with a lifesaving donation to Citymeals today.](#)

Citymeals depends on this reserve of non-perishable staples to nourish our most vulnerable neighbors on holidays and in emergencies when meals centers must close. We can't predict an emergency, but we *can* be prepared for it.

Thank you,

Beth Shapiro
Executive Director

P.S. The vast majority of meal recipients can't venture outside even as the weather starts to improve. Our deliveries are critical to our homebound elderly. [Please make an urgent gift to Citymeals today to help us restock our warehouse and recover from the winter.](#)

Version 2

From: From the Desk of Beth Shapiro
Subject: Help Us Restock Our Warehouse
Header: Nourish your soul. Feed elderly New Yorkers

Marian is Counting on Us

Dear %%First Name%%,

Dear [Name/Citymeals Friend],

Most of our meal recipients are like Marian – they can't go outside even in nice weather. But when winter weather affects their regular meal deliveries, they count on us more than ever.

Marian is 94 and lives in Brooklyn. Just a few years ago, she could still venture outside her apartment. But then she slipped on some ice outside her building and fell, breaking her hip. Now she relies on her cane to walk, and is unable to leave her home.

At Citymeals, we're committed to bringing nourishing food and friendly company to New Yorkers like Marian, regardless of the weather. [And you are the driving force behind that commitment.](#)

After a crippling winter, however, we have very little left in the way of resources. The warehouse

where we prepare our Emergency Food Packages – shelf-stable food intended for use during inclement weather – desperately needs to be re-stocked.



Help restock our warehouse today — elderly New Yorkers are counting on us.

give now

This winter, we delivered upwards of 175,000 shelf-stable meals to our frail aged neighbors like Marian. And while spring is finally here, Marian and 18,000 other elder New Yorkers are still depending on us for nourishment and comfort.

Please make a gift to Citymeals today and help us restock our warehouse. We need to be prepared for our regular meal deliveries and whatever else comes our way – and we can't do that without you.

Together, we'll keep New York's homebound elderly nourished and comforted all year.

Thank you,

Beth Shapiro
Executive Director

P.S. You are the driving force behind all we accomplish at Citymeals, and we desperately need your help to keep our warehouse fully stocked. **Please make a gift to Citymeals today and help us continue to be there for our elderly neighbors** ... no matter what.