



11/4/2024

Dear Business Owner,

I hope this letter finds you well. I am writing to you about our Year-End Business Challenge this holiday season. The Washington Inn and the Craig family have recently donated \$5,000 to Family Promise of Cape May County in support of our mission to assist working homeless families with children. If your able, we are asking our business leaders in Cape May County to join this business challenge and match the Craig's recent donation. Your donation will not only help us raise the much-needed money to support our programs, but can also offer significant benefits for your business:

1. Tangible Community Impact:

Your donations directly support our initiatives, such as providing homeless prevention assistance, transitional shelter, meals, and comprehensive services needed to educate, encourage and empower families in their quest to re-establish their individual pride and achieve sustainable independence. Knowing that your contribution is making a real difference in the lives of your neighbors, is incredibly rewarding!

2. Charitable Contribution Deduction:

Contributions to Family Promise of Cape May County are tax-deductible. When you donate to our tax exempt 501(c) 3, your business can deduct the full amount of your donation from its taxable income, which can lower your overall tax liability. This means that your generosity helps you as well as the families in our community!

3. Enhanced Public Image and Community Goodwill:

Supporting a local nonprofit demonstrates your commitment to the community and can enhance your business's public image. Family Promise will share all \$5,000 donors of our Year-End Business Challenge on our Social Media platforms, name you as a community partner on our website and submit a press release (naming all donors) to 2 of our local newspapers. Business customers and clients often favor businesses that are socially responsible and give back to their communities. This can lead to increased customer loyalty and positive word-of-mouth, which are invaluable assets to any business.

At Family Promise of Cape May County, we provide families with HOPE and necessary resources to rebuild their lives. As we strive to achieve this mission, we rely heavily on the generous contributions from community-minded businesses like yours. We invite you to join us in making a lasting impact on our community.

For more information about Family Promise of Cape May County, please visit our website www.familypromisecmc.org, Facebook page or feel free to contact me directly at. All checks can be mailed to the address below or you can donate electronically by scanning the QR code or going to <https://www.zeffy.com/fundraising/family-promise-of-cape-may-county-year-end-business-challenge>. Family Promise will immediately send you a tax donation receipt for your records and for tax purposes. Thank you for considering this opportunity to support Family Promise of Cape May County. Together, we can create a brighter future for our community.



Scan to Donate

Warm regards,

Yvonne Sullivan

Executive Director

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