

**GIFTS
FROM
THE
HEART**



Dear _____,

We are going to be selling *Gifts from the Heart: Simple Ways to Make Your Family's Christmas More Meaningful*. It contains hundreds of inexpensive ideas that will help you create a warmer, more loving celebration that focuses on sharing and giving. We know you will agree that it is the perfect gift for friends and family members--it's easy to wrap and mail and one size fits at all. And best of all, your support benefits our programs as well as helping fund cancer research.

We are selling GFTH for \$_____. This very special 336-page book contains over 500 ideas and recipes. Readers will enjoy:

- timesaving tips for busy families
- delicious, but simple, recipes for cooks of all ages
- delightful kid-tested crafts
- dozens of ideas for handmade presents
- heartwarming traditions
- easy-to-do volunteer projects
- tips for divorced parents or blended families
- meaningful ways to help friends or family struggling with illness or loss at Christmas
- fun-filled activities for grandparents to share with grandchildren
- great ideas for gifts that develop imagination, creativity, and literacy
- practical suggestions for helping our planet and our animal friends during the holidays

News of *Gifts from the Heart* has appeared in Canadian Living magazine. The BC Retired Teachers' Association Magazine writes it is a "perfect blend of reminders about what Christmas is, was, and still can be." We think you will enjoy reading the attached article by Janice Kennedy from the Ottawa Citizen. The project has also appeared in the Canadian Centre for Philanthropy's newsletter and magazine. Sales of *GFTH* have raised over \$98,500 for cancer research and helped other organizations raise an additional \$138,000 for hospice care, food banks, books for babies, and all sorts of wonderful projects.

You'll find an order form attached. Your order must be returned by _____.
We hope you will ask family, friends, and co-workers if they would like to order too. If you would like to see our sample copy of the book, please ask _____.

You can see a colour copy of the cover and a table of contents, comments from readers, etc. at the *Gifts from the Heart* website: www.webelieve.ca

Thanks for your help with our fundraiser!

Sincerely,