

Victoria B. Rosendahl
Ginger's Fund appeal—WHS
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P.O. Box 280, Urbanna, VA 23175
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[WHS logo and letterhead here]

Dear [first name]:

This is the story of a kind neighbor and a small, cream-colored puppy named Ginger.

A violent winter storm rocked the DC area one night—sleet & freezing rain shoved even the hardiest indoors.

Except for Ginger.

This tiny bundle of shivering fur spent her days and nights outside in an unprotected wire cage. She had no food, no water; no fleece bed; no one to cuddle with.

Instead of watching the ice storm from a soft afghan in front of a warm fire, Ginger was out in it.

Following a neighbor's troubled call, Humane Law Enforcement officers found Ginger--in the midst of convulsions--and rushed her to the WHS veterinarians. Ginger's seizures resulted from prolonged hypothermia and starvation. Comatose and blind, it was only a matter of time.

I'm writing to you today to ask you to help Ginger—and countless others—whose injuries cry out for critical emergency care. Your donations have helped save lives.

We need your help again.

In the past year, WHS spent over \$40,000 nursing sick and injured animals back to health. Ginger's Fund was created precisely for that purpose—to cover the medical needs of injured or sick animals. Your donation of just \$15.00 will continue the care of animals that cannot care for themselves.

Animals like Sandy.

An adorable blonde mixed-breed, Sandy came to WHS early this year, caught in the middle of a nasty divorce. Malnourished and injured, she dearly needed salvation and vigorous medical treatment. She got it all—surgery, medication, rehabilitation—thanks to you.

Thanks to Ginger's Fund.

Emergency care plays a vital role at WHS. Animals don't arrive on our doorstep for a vacation—they've been abused, neglected, abandoned. Many, like Ginger and Sandy, are in need of intensive care. And Ginger's Fund supplies the money to cover that need. Your gift of \$25, \$35, \$50 or more swiftly becomes a cast for a badly broken leg, desperately needed medication, or life-saving surgery for an abused or abandoned animal.

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As a team we can make a difference. As a family we can save lives. Money is often the deciding factor when it comes to surgery or expensive medication.

Our responsibility to the animals is so important that some returning donors have sent as much as \$100, \$500, even \$1,000. Others have added \$5, \$12 or \$14 to their prior donations. Would you please consider adding another 10% to your last donation? Whatever extra you can give to the animals will be a great help.

You will save lives. Your money will honor Ginger and will go toward a host of worthwhile programs. You'll help us care for the abused and neglected.

And you'll send the homeless home again.

Yours sincerely,

Jody M. Huckaby
Executive Director

P.S. By the way, Ginger pulled through! And thanks to caring WHS donors like you, her \$1,200 medical bill was taken care of. She regained her sight and is now a cherished member of her new family. Please take a moment to send in your contribution. So many desperately need your help. Without you, puppies like Ginger and Sandy wouldn't have received emergency care and found their new families.