

[Collage of B/W photos of children instead of Santa clip art]  
"Can they count on you to be their Secret Santa?"

Dear [NAME],

This year at Good Shepherd, we're asking our most committed friends to help us with a beloved Christmas tradition...but, with a twist.

In past years, we've been so grateful for the overwhelming kindness of "Secret Santas" who help us purchase gifts on the wish lists of our adult residents. In fact, I'm not sure who gets more excited, the generous Santas or the residents on Christmas morning!

But, with the opening of our pediatric inpatient unit in 2009, we have an urgent need for Secret Santa gifts that will benefit all the kids who come to us for help – kids like Nurizi, whose story I will tell you in a bit.

Of course, we do everything we can to make a child's stay in the Peds Unit the best it can be. But, [NAME], no child wants to be in a hospital—especially not on Christmas!

**That's why I'm asking you to make a special Secret Santa gift of \$MRC, \$1.5MRC or a very generous \$2MRC. It's just so important this year. Let me explain...**

The average stay for our young patients is 26 days and much of that is spent in strenuous rehabilitative therapy. Trying to learn or regain skills that illness or accidents have stolen is hard work. Simple tasks, like picking up a block, buttoning a shirt or using a spoon can take unimaginable effort for a child with traumatic brain or spinal cord injuries, cerebral palsy or extreme burns.

Watching their efforts is heart-wrenching and heart-warming all at once. *They are such fighters!*

**After all their hard work, they need and deserve the kind of rewards every child should have – whether in a hospital at home – *love, comfort, laughter and hugs.***

After so much effort in therapy, snuggle time with mom or dad is really important. (And, when family can't be with their little ones, staff and volunteers are happy to provide welcoming arms in that familiar chair.) With your help, we can purchase an additional \$85 rocking chair for the Peds Unit that children can use every day.

Whether it's a Christmas classic, comedy or action adventure movie, your Secret Santa gift of just \$20 can provide welcome distraction for children who are missing out on holiday parties at school and other traditions. Because our patients range in age from infants to teens, I'm sure you understand how much it helps to have a variety of videos, so every child can find a favorite.

I know it would be asking a lot, but a gift of \$45 could pay for Wii games that are both popular with our patients and offer therapeutic benefits all in the fun of a game. If you can help us purchase one (or perhaps even two!) new ones, it would be truly helpful.

**For a six year-old like Nurizi, who was at Good Shepherd for nine long weeks, your generous Secret Santa gift makes such a difference!**

Though Nurizi had diabetes, he was otherwise a typical, active little boy. Until one day uncontrolled blood sugars caused a non-traumatic brain injury that changed him into a child who couldn't sit up, walk, talk, eat or do the things he loved to do.

After eight months in another facility, Nurizi came to Good Shepherd and worked hard every day to get stronger. With the help of our specialized Occupational Therapist, Pediatric Nurses, Hospitalist and Endocrinologist, Nurizi is now back at home and continues to make great progress!

Sadly, long hospital stays mean many of our kids miss more than one special occasion – like Christmas and birthdays –while they're getting well. It's generous gifts from our Good Shepherd friends who help kids feel at home, even when they can't be.

I've enclosed personalized name labels and a notepad for you as a small token of my appreciation. I hope they'll inspire you to start your holiday to-do list now. And, because we've been able to count on you in the past, will you please put being a Secret Santa for Good Shepherd first on your list this year, too?

Thank you for helping make Christmas Day and every day better for children at the Good Shepherd Rehabilitation Hospital Pediatric Unit. And, may your holiday season be filled with the kind of joy you're giving to others today!

Sincerely,  
[SIGNATURE]  
Sally Gammon, FACHE  
President & CEO

P.S. Seasonal discounts mean we can stretch every dollar you give even further. Please let me know very soon if I can count on you to be a Good Shepherd Secret Santa this year!

Dear Friend,

I'm writing to invite you to become a Secret Santa for the patients at Good Shepherd Rehabilitation, a cherished tradition many of your friends and neighbors have enjoyed for years.

**It's with the help of caring friends that Good Shepherd has grown to provide rehabilitation services at more than 25 sites for 40,000 people in your community and throughout the region. Perhaps someone you know has relied on Good Shepherd for rehabilitation therapy after a stroke, traumatic brain injury, car accident or other illness?**

Founded in 1908, our expert care has helped people of every age, including six year-old Nurizi whose inspiring story I'll tell you in just a moment.

It's for the children of our Pediatric Inpatient Rehabilitation Unit that I'm hoping you'll say "Yes!" to being a Secret Santa with a gift of \$19.99, \$34.99, \$49.50 or a very generous \$100.

Of course, we do everything we can to make a child's stay in the Peds Unit the best it can be. But, no child wants to be in a hospital—especially not on Christmas!

You see, the average stay for our young patients is 26 days and much of that is spent in strenuous rehabilitative therapy. Trying to learn or regain skills that illness or accidents have stolen is hard work. Simple tasks, like picking up a block, buttoning a shirt or using a spoon can take unimaginable effort for a child with traumatic brain or spinal cord injuries, cerebral palsy or extreme burns.

Watching their efforts is heart-wrenching and heart-warming all at once. *They are such fighters!*

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And, whether it's a Christmas classic, a comedy or action adventure movie, your Secret Santa gift of just \$19.99 can provide welcome distraction for children who are missing out on holiday parties at school and other traditions. Because our patients range in age from infants to teens, I'm sure you understand how much it helps to have a variety of videos, so every child can find a favorite.

I know it would be asking a lot, but a gift of \$49.50 could pay for Wii games that are both popular with our patients and offer therapeutic benefits all in the fun of a game. If you can help us purchase one (or perhaps even two!) new ones, it would be truly helpful.

**I mentioned six year-old Nurizi earlier because it's children like him that your generous Secret Santa gift will help so much...**

Though Nurizi had diabetes, he was an otherwise typical, active little boy. Until one day uncontrolled blood sugars caused a non-traumatic brain injury that changed him into a child who couldn't sit up, walk, talk, eat or do the things he loved to do.

After eight months in another facility, Nurizi came to Good Shepherd and spent nine long weeks working hard every day to get stronger. With the help of our specialized Occupational Therapist, Pediatric Nurses, Hospitalist and Endocrinologist, Nurizi is now back at home and continues to make great progress!

Sadly, long hospital stays mean many of our kids miss more than one special occasion – like Christmas and birthdays –while they're getting well. It's generous gifts from our Good Shepherd friends who help kids feel at home, even when they can't be.

Thank you for making Christmas Day *and every day* better for children at the Good Shepherd Rehabilitation Hospital Pediatric Unit. And, may your holiday season be filled with the kind of joy you're giving to others today!

Sincerely,  
[SIGNATURE]  
Sally Gammon, FACHE  
President & CEO

P.S. I've enclosed some special gifts for you to say thank you and to inspire you to start your holiday to-do list today. Can I count on you to put "*Become a Good Shepherd Secret Santa*" at the top of your list? Thank you!