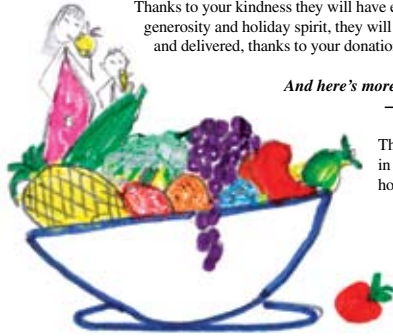




You may never get to meet them. The working families who don't always have enough money left for food at the end of the month. The seniors on a fixed income, struggling to pay for medicine and groceries, too. The children whose only meal some days is their school lunch.

*You may never meet them ... but you have touched their lives.*

Thanks to your kindness they will have enough to eat this holiday season. Thanks to your generosity and holiday spirit, they will have good, nutritious food — rescued by City Harvest and delivered, thanks to your donations, by our fleet of 15 City Harvest trucks.



*And here's more good news! In January we're adding a new truck — just in time for our 25<sup>th</sup> Anniversary!*

Thank you so much. Your kindness makes a difference in the lives of over 1 million New Yorkers — during the holidays and throughout the year.

City Harvest – Rescuing Food for New York's Hungry.

*Thank You  
for making a difference in the lives  
of hungry New Yorkers.*

**Best wishes of the season,**

*The Board & staff of City Harvest*



**A generous donation has been made to City Harvest  
in your honor with best wishes from**

This gift will enable City Harvest to rescue fresh, donated food that would otherwise go to waste from restaurants, corporate cafeterias, greenmarkets, manufacturers and supermarkets and deliver it free of charge to programs serving New York's hungry men, women and children.



City Harvest, Inc.  
575 Eighth Avenue 4th Fl.  
New York, NY 10018-3069  
www.cityharvest.org

**Results:**

- ✓ Generated favorable response from non-donor (soft prospect) names
- ✓ Double the gross income from any mail and telemarketing effort.
- ✓ Increased response rates over 50%
- ✓ Increased average gift by 25%
- ✓ Fundraising Success Appeal Package of the Year; Gold Maxi for Appeals

Component	Specs
Outer Envelope	Baronial, 2/0, 24# white stock
Notecard	5.5 x 4.5, 4/2, 70# coated 1-side highbulk stock
Gift Card Insert	5.5 x 4.5, 4/2, 70# coated 1-side highbulk stock
Reply	5.5 x 4.5, 1/1, 50# white stock
Reply Envelope	1/0, 20# white stock, RAE