DATE

[Company Name]

[Company Address]

We really appreciate [company name’s] sponsorship last year of the New York Chapter of the Huntington's Disease Society of America. I am personally grateful, as my husband was diagnosed with HD 12 years ago, and my two sons are at risk. I have known Lisa Taber for over 16 years; our boys grew up together, we were backup singers together, we started a book club, we hang out; she is my BFF. She is also offers regular support for HDSA fundraising, offering both her time and money.

Huntington's Disease is an orphan disease - too few people are affected for large organizations to make a profit researching treatments and cures. Affected families rely on organizations like the HDSA for research and support. One of the most heartbreaking symptoms of the disease is that children of affected parents have a 50% chance of inheriting the gene that causes the disease. Many children grow up watching the slow deterioration of their parents, knowing that they may suffer the same fate. Family is everything, so the HD community tends to be a very dedicated force pursuing funding for research and a cure.

2019 was a hopeful year - a new treatment looks incredibly promising in delaying or even stopping Huntington's Disease.

The biggest fundraiser we have is our Team Hope walk. Last year, thanks in part to companies like yours, we were the #1 Walk in the US! Since most of the expenses of the walk are covered by donations and volunteers, over 90% of the money raised goes to support the HDSA mission.

HDSA Mission:  To improve the lives of everyone affected by Huntington's disease.  
HDSA Vision:  A world free of Huntington's disease.

Many of our sponsors have something to gain from the HD Community - they offer services geared towards people affected by HD. Although [company name] may benefit from the exposure (there are people in any group that could use great leadership or communications training), that seems to be an ancillary concern. We are deeply grateful for a company that just wants to give back to the community, and your support certainly makes a difference. We hope that you will consider sponsoring the Team Hope Walk to support the HDSA again this year.

Warm Regards,

Carol Baird

HDSA Board Member