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July 25, 2011

Dear Friends of the Monument,

As the Holiday season approaches, the economic crisis continues to put an immense strain on the ability of the Monument Crisis Center to meet the growing needs of our clients. Hungry families walk through our doors and look to us for help. In order to care for these families, we must carefully allocate resources and thoughtfully evaluate all programs.

Each year, Monument families, volunteers, donors, board members and staff look forward to the *Holiday Adopt-a-Family Program*. In some cases this program is what brought you to us. The success of this program would not have been possible without your dedicated help and enthusiasm, for which we want to extend a heartfelt *thank you*.

While a beloved and heartwarming program, *Holiday Adopt-a-Family* reaches only a *fraction* of our clients: 800 out of 4,500 families. Since January 2010 we have seen 1,800 new client households, averaging 100 new families per month. In order to most effectively maximize our precious resources, we must focus on our mission, "*To provide food, nutritional education and assistance to at-risk and low income people in Contra Costa County*". To fulfill this core mission, we must suspend the *Holiday Adopt-a-Family* program for 2011.

To help us, we ask that you, our core supporters, make your holiday contributions directly to the Monument Crisis Center. Matched with our resources we can increase the value of your dollar up to five times to provide the **year-round** gift of food and services to **all** of our clients. For example, in lieu of holiday gifts, a cash donation of \$250 will help feed, educate and support a family of four with monthly food and critical programs. Your gift, now and during the holidays, will help thousands of families all twelve months of the year.

Thank you for helping us to help others. Together we can continue to make a big difference!

Sincerely,

Sandra Scherer

Sandra Scherer
Executive Director