

Hello -

We are writing to you today because you are the kind of person who wants to help your community, and maybe you don't know how or where to start. You care about eliminating waste and helping the needy, and we have a way for you to do both. First, we'd like to introduce you to Susie.

Susie seems like an average, normal kid. She goes to your local elementary school, and looks like every other nine-year-old you know. But what you can't see is that Susie is always hungry.

She has trouble paying attention in school, especially in the mornings, because she's weak and her head hurts. When she gets home from a long day, her stomach aching, she opens the refrigerator. It's empty. As the afternoon wears on, she opens the refrigerator over and over again. It's always empty, yet Susie keeps coming back to open it.

What if we told you that you could provide Susie nutritious meals that taste amazing right in the comfort of her own home? AND, she could safely make them herself! **You can provide Susie and people like her 50 meals for only \$35!**

Hungry People are Falling Through the Cracks

Food insecurity is a quiet problem in our community, and it affects millions of people who are falling through the cracks. Kids' grades are sinking, disabled people who can't get out of the house or cook a meal for themselves are going hungry, and the elderly living on a fixed income can't buy groceries by the end of the month.

In fact, someone like Susie might be living just a couple of doors down from you. And without your help, she's going to stay hungry.

Macaroni or instant soup will not cut it for Susie or the elderly woman whose bank account is already empty by the 20th. Not only is it difficult for them to prepare a meal on the stove, but it doesn't have the nutrients they need in order to keep going.

Your gift of \$35 will provide 50 nutritious meals for Susie and others like her.

What's in these meals, anyway? And where do they come from?

You'd be amazed if you got to try one of these microwavable meals. We're not talking about the kind of food you'd find on your average buffet line. Picture the best catered meal you ever had. That's the kind of food we're talking about.

Food prepared, but not served from catering events is donated to Cultivate by local businesses. Then, Cultivate's excellent chefs repurpose everything they can and pack meals into individual containers. Individual meals come in two varieties. One meal has a protein, starch, and a veggie and the other includes a hearty meal like lasagna or mac and cheese - and they only costs 70 cents!

Any perishable food that we rescue that cannot be frozen is re-donated back into your community at local soup kitchens and organizations who feed the food insecure on a daily basis. Nothing is wasted, and everything goes back to help the needy in your neighborhood.

Be a Hero with Cultivate this Holiday Season

Partner with Cultivate, a registered 501(c)3 nonprofit organization, and you can take away Susie's hunger pangs. For just \$35, you can feed 50 starving people right in your backyard. For \$70, you can feed 100 people!

Imagine how you'll feel as you sit down to your holiday meals this year, knowing you are feeding the hungry in your neighborhood. Just fill out the form included with this letter and return your tax-deductible gift to Cultivate before the end of the year.

Thank you,

Jim Conklin and Randy Z
Co-Founders of Cultivate

P.S. Come try one of the meals you're sending! We'd love to have you visit our headquarters.



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