



March 10, 2010

Dear Parents and Friends of PCDA,

When we make the decision to become parents, we make a promise to our children that we will do our best for them regardless of life's circumstances. All children deserve a chance to grow into their full potential. Through your connection to Pasadena Child Development Associates (PCDA), you understand that some children may need extra help along the way. I certainly do. I am mother to a PCDA client named Francis. He is four years old and has received speech therapy with Anne Chaney for two years.

Caring for a child with developmental needs can be exhausting and isolating, but it doesn't have to be, thanks to the support we parents receive at PCDA. Not only do we get great therapy, but also we have access to parent and sibling support groups, networking and professional advice. There is indeed, a great deal going on that benefit the families and children of PCDA!

On Saturday, April 17th, PCDA will host its second annual *Spring into Action* event. This year it will be a family picnic, with activities and games and entertainment by PCDA kids. In order to make up some of our lost income from CA State Regional Center budget cuts, we are starting a new fundraising pledge campaign that will coordinate with this family event. It will run for six weeks, starting on March 12th, and ending with the picnic. Each Friday during our pledge period we will thank our new donors who pledged a gift by listing their names in our PCDA lobby and newsletters. (No amounts will be mentioned, and you can give anonymously) It will be so neat to see our list of donors grow each week!

Please don't put this letter and donor envelope somewhere for later giving - just take the time right now to think about what you can give. Fill it out and send it in. You don't need to pay right away; what we need is your *pledge* to give. You can have until the end of the year to pay off your pledge. And if you want to pledge a larger or longer-term gift, PCDA can arrange for convenient quarterly or monthly installment payments. You may also charge your gift on your credit card (to get airline miles like I do).

I hope that all our contacts will participate: client families, grandparents and "friends." Pledges of even \$5 are just as important to PCDA as \$500 gifts. So please, think about all that PCDA does for children with special needs and their families; we hope you choose to make your gift as meaningful as PCDA has been to all of us. I'm happy to give, because I've been given so much - not only by the state in their funding Francis' speech therapy, but also by the wonderful service providers here at PCDA.

Remember that this is a short six week fundraising campaign, so again, please don't put it off. I hope that you will join me in making a gift today to benefit our PCDA programs and our precious children.

Sincerely,

A handwritten signature in black ink, appearing to read "Lucia Rosling Shaw", with a long horizontal flourish extending to the right.

Lucia Rosling Shaw
Mother of Francis, (4)
PCDA Client