



February 16, 2018

Dear Friend,

I am writing to introduce you to The Ashley Lauren Foundation and to request your assistance with our upcoming “Butterfly Ball” to be held Saturday, April 21, 2018 at the Spring Lake Golf Club.

We are asking for your help with a donation. Our hope is that you will consider partnering with us in this event - knowing that you will have made a significant difference in the life of a child suffering from cancer.

For every parent who has heard the words, “Your child has cancer,” it is a moment frozen in time. In one shattering instant, life forever changes. Coping with pediatric cancer is one of the most distressing events that a family has to face. They are thrown into a world of unfamiliar and uncertain terrain. When a diagnosis of cancer comes, a family’s income is greatly impacted. Parents lose time at work in order to spend time with their child at the hospital and to care for him/her at home – some lose their jobs because of the time lost. This added stress puts a tremendous burden on families already trying to cope with their child’s illness. We want to be able to ease that burden in any way that is needed.

The Ashley Lauren Foundation was incorporated by the State of NJ on July 6, 2005. We are a 501(c)3 non-profit organization whose mission is to bring hope and help to children in New Jersey who have been diagnosed with cancer. The Ashley Lauren Foundation was founded because of a passion to make a difference in the lives of these families. The goal of The Ashley Lauren Foundation is to ease the journey when pediatric cancer is diagnosed by providing Direct Financial Assistance (household bills, bills and medications not paid through medical insurance, traveling expenses to and from hospitals, funeral expenses, etc.); Material Assistance (food, clothing, household items); Emotional Support; Support groups; Parties for the Children; Advocacy; Outings; Birthday and Holiday Gifts for the Children; our “Making Dreams Come True” Program and **anything else that is needed to make their lives easier and to let each child know that they are important to us.** *We do not fund research but rather are “in the trenches” with these families as they cope with the daily battle of pediatric cancer.*

Thank you for your careful consideration of this request. You can reach me at 732-414-1625 if you have any additional questions. Please visit our website at www.ashleylaurenfoundation.org

Sincerely,
Monica Vermeulen
Founder/CEO

*The Ashley Lauren Foundation is a not for profit organization with section 501 (c) 3 status.
Your donation is tax-deductible in accordance with IRS regulations.
EIN # 20-3232026 & Charitable Registration # CH2746800*