Dear (Insert Recipient’s name),

On Sunday, September 16, 2018, I will be participating in the RBC Race for the Kids in support of youth mental health services at CHEO.

I will be (running/walking) in the (10K/5K/2K Family Fun Run) and raising funds for this extremely important cause. My goal is to raise ($ fundraising goal) and I need your help to reach it! Will you support me by making a donation to my personal fundraising page?

Here is why I am asking you to donate to me (or insert team name) to help raise funds needed to support mental health care at CHEO.

In the last five years, CHEO has seen more and more children and young people struggling with their mental health. The demand for services including emergency, inpatient, outpatient and community care is increasing dramatically, stretching CHEO’s mental health system to the limit.

What was once thought of as an unusual surge in the need for children and youth mental health services has become the new normal. **CHEO has seen a 75% increase in mental health emergency visits since 2010.**

**With your support, we will help CHEO’s youth mental health programs offer support to more kids, improve emergency care, re-establish dedicated mental health beds for young children and help parents and caregivers find the right services at the right time.**

Thank you in advance for your consideration. If you wish to make a donation, please click on the following link to my RBC Race for the Kids page. (insert your link to your personal page or team name here)

Together, we are going further for youth mental health!

Sincerely,

(NAME)

