

# GUIDING LIGHT MISSION

Take a moment. Take action. [lifeonthestreet.org](http://lifeonthestreet.org)

## Letter Writing Campaign

*You can help in a BIG way by simply drafting a “Dear Family and Friends” letter or e-mail explaining why you support Guiding Light Mission and the cause of providing for the homeless in our community. Ask for them to support you in your passion and our mission, and together we can make a big difference in our community.*

*It's easy!*

### 1. Write a letter

Tell the story of your experience at Guiding Light Mission as a volunteer, as a mentor, or as a donor. If you've had the opportunity to work with men in our substance abuse and rehabilitation program, or watched them throughout their journey at Guiding Light Mission, share what you've learned with others (no last names, please!). We are tremendously proud of the men at GLM, and their amazing stories can be an inspiration to many.

### 2. Share the facts

Your personal stories and experience at Guiding Light Mission are extremely powerful, and so are the facts about our community and those that we all serve at the Mission. Including some of the startling facts can be a great way to illustrate the need for the services provided by staff, volunteers and donors at Guiding Light Mission.

- 6,022 people in 2008 were homeless in Grand Rapids
- 40% of the national homeless community have served in the Armed Forces
- 1,967 children under 18 are homeless in Grand Rapids
- 10% of the homeless are employed
- Homeless men have a 19% less chance of reaching age 75 than the average population
- The homeless endure average winter temperatures of 32degrees in West Michigan
- 21% of homeless individuals are struggling with alcohol, drugs, mental illness or a physical disability
- \$2,116.44 is the cost of an average days stay in a hospital for an uninsured person who is homeless. Providing emergency shelter for up to 104 men at Guiding Light Mission for one night costs only \$1,785.

You can download fact sheets with these and other statistics online at [www.lifeonthestreet.org](http://www.lifeonthestreet.org). We're happy to help you get the information you need to be successful in your fundraising, so please be in touch if you need our help. Contact Anna at [anna@lifeonthestreet.org](mailto:anna@lifeonthestreet.org) or 616-451-0236 x35.

### 3. Get the message out

Whether you do it via email, snail mail, or with a personal phone call, sharing your story and our message can generate great support for our mission and the cause you so graciously support. Your help is a true blessing to all those served at Guiding Light Mission!

Start with the lists you already have:

- Address book
- Holiday card list
- Team rosters
- Church directories
- Business contacts

Then watch the numbers multiply!

- Ask your email contacts to forward it on to THEIR contact lists
- Send 5 extra copies of the paper letter, with envelopes, to the people who receive it via snail mail, and ask them to pass it on.
- Invite your friends and family to visit us at [www.lifeonthstreet.org](http://www.lifeonthstreet.org) for more information and to make a direct donation to Guiding Light Mission.

### 4. Take in donation

Mail in or drop off any donations that you receive as a result of your letter-writing or email campaign. Or, if you've directed someone to our secure online donation system, there's no need to worry about keeping track of checks and cash.

We will always reach out and thank donors for being an important part of our success and continued support of the community in need. Help us reach them by providing any contact information (if it's not already included on a check), so that we can let them know they've made a difference.

### Thank you!

Thanks you for your help in generating support for Guiding Light Mission! We would not be able to service the community in need without your time, donations, and continued prayers. God Bless!