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March, 2013

Dear Friend of VMC,

Did you read Charley Turpin's story on the front page of this newsletter? He is a remarkable young man with a story of redemption to tell. We are so proud of him. And we are so proud of the work we do to help people like him become all that they can be.

You know by now that this is the letter in which I ask you to make a donation. A fundraising consultant told me one time that I have to be clear about why people should give to VMC, and why people should give now.

That's an easy task. You should give to VMC because we are really effective at helping people change their lives for the better. We help them sustain that change. Our success rate is wonderful when you look at how our newly housed, formerly homeless people retain their housing over the long term. We also help to prevent homelessness in the first place because that makes a lot of sense. In 2012, over 500 people avoided the slippery slope that leads to homelessness because of their association with VMC. You should give to VMC because our programs work. That means that your money works.

Why should you give now? That's an easy question, too. You should give now because this is when we need the money. VMC is not a wealthy agency; we are a grassroots organization focused on results, not fundraising. And this is a very challenging time of year for us. Donations traditionally drop after the largesse of the winter holidays. So this time of year causes us concern, using energy that is better spent on the delivery of service. It is very simple; we need your help now.

This is forthright talk; I realize that. It is also necessary. Charley Turpin walked through our door one day because it was open. It changed his life. We need to keep our doors open for all the other Charleys who are in need. And we need your help to do it.

With gratitude for all you do,



Ginny Weatherstone
Ginny Weatherstone
Chief Executive Officer