

## Give Our Kids and Our Ocean a Second Wind

Dear <NAME>;

For Jamie, the big day had finally arrived. Jamie was a 13 year old boy from one of the poorest neighborhoods in town. The kind of neighborhood where shootings happen frequently, and drug dealers operate in plain sight on the street corner.

Last year his parents had enrolled him in after school sports, but with the poor economy and the state budget crisis, this year the school was scaling back on after school activities. Up until a few weeks ago, there didn't seem to be anything to do except watch TV, play video games, and try to stay out of trouble.

His mom was worried about him spending so much time at home and wanted to find something educational for him to do with his time. So she decided to enroll him with Kids & Fishing. Jamie always loved the beach, but with her and Jamie's dad both working full time, there was almost never time to take him.

For the past two weeks, Jamie had been learning about the oceans with Heal the Bay, picking up trash off the beaches, visiting the aquarium, and painting over graffiti on public buildings. At last, he was going to go out on a real boat with his new friends, and hopefully catch some fish for the first time to bring home to his parents. He'd never been fishing, or on a boat before.

How did Jamie's trip go? We'll get to that in a minute... First I'd like to let you know a little bit about our program.

My name is John Sakacs, Executive Director of Kids & Fishing.

It seems just about everywhere you can see stories of young people with no direction in their lives. You hear reports on the news about kids getting into trouble and the rivers and oceans becoming more and more polluted. Does that sound like the California dream to you? If you want to make a difference in the lives of kids just like Jamie, and help the environment at the same time, please donate to Kids & Fishing.

Hi, The way our program works is that kids who complete a series of educational or community service activities are rewarded with a full day out at sea. Like Jamie, they can participate in beach clean ups, listen to guest speakers from Heal the Bay, and even visit local aquariums and museums.

The kids discover facts about our oceans and sea life, and how their actions impact the environment even though they might live far from the water. They also build leadership and teamwork skills that help prepare them to become responsible adults. Once they complete four activities, the kids are rewarded with a full day of fishing out at sea on our boat, the Second Wind.

There is no cost for the trip for the kids or their families, everything is covered by corporate sponsors and generous donations from people like you. Last year we took out over 100 kids just like Jamie, many who had never been on a boat before. This year we'd like to double that number. But with the cost of fuel, maintenance, and insurance on the rise, we need your help.

At the end of the day, Jamie was tired but excited. He'd gotten to bait his own hooks and reel in his own fish, all by himself. He caught the biggest fish on the boat and had the time of his life. You could just tell he was almost glowing. But don't just take our word for it. Listen to what kids just like Jamie are saying:

<TESTIMONIALS>

Don't wait! If we're going to meet our goal of 250 kids for next year, we need your donations now. Kids & Fishing is a local charity with a small staff of volunteers. That means more of your donation goes to help kids right here in the California area learn about our oceans and enjoy a carefree day out on the water.

- A \$30 donation provides enough money to give 5 kids a full day of fishing.
- A \$50 donation buys bait and gear for a month.
- A \$100 donation covers the cost for gasoline and maintenance for the boat for one trip.
- A \$200 donation allows us to take out an entire classroom.
- A \$350 donation pays for the cost of insurance for two months.
- A \$500 donation helps spread the word about Kids & Fishing to 1,000 people.

All donations are tax deductible. If you'd like to help us meet our goal, save our oceans, and teach more kids, send in the included donation card today. We also accept donations of services and volunteers.

If you have any questions, don't hesitate to contact me personally at (310) 376-7872, or call toll free at (888) 240-7100. You can also visit our web site at [www.kidsandfishing.org](http://www.kidsandfishing.org) for more information.

Sincerely,

<SIGN NAME>

John Sakacs

P.S We're on track to meet our goal of rewarding 250 deserving kids with a fishing trip on the Second Wind next year. But we need your help. Please use the included card and envelope to return a donation today, and make a difference in the lives of our kids and our environment tomorrow.