



Dear Community Member,

Although the holidays are still a few months away, at La Maestra we are already preparing for a busy holiday season and our 19th Annual Holiday Toy & Gift Drive! Every December, La Maestra Community Health Centers and La Maestra Foundation partner to collect and distribute gifts to low-income families in our communities, including nutritious food, household items, clothing and toys. We will also be selling beautiful Noble fir trees and Paul Ecke poinsettias in November and December to raise funds for La Maestra Foundation's community development programs and we are taking pre-orders now.

A few days before Christmas, La Maestra staff and volunteers distribute the gifts collected to local families at each of our 8 clinic sites throughout San Diego, in City Heights, El Cajon, National City, Lemon Grove. In 2010, thanks to the help of our partners like you, we distributed toys, food and gifts to over 4,900 families, lighting up their holiday season during dim economic times. This year, as the number of unemployed and uninsured people continues to rise in San Diego, we expect an increase in the number of families who need extra help to have a joyful holiday.

La Maestra counts on the generous cooperation of our community partners to make this holiday event possible each year. We anticipate fewer donations this year due to the economic hardship that many businesses have endured. So we have started extra early and will be working over the coming months to raise funds, collect donations and reach out for help from our partners. I would like to invite you to review the attached information and consider sponsoring the Toy and Gift Drive. We appreciate any support you can provide and welcome donations of new or very good condition toys, books, clothing, household items and healthy food as well as tax-deductible cash contributions.

It truly warms our hearts to see the smiles on the faces of children and their families who are so grateful that they were able to receive a gift during the holiday season. I hope that you will partner with us this year in this important community benefit so we can see even more of those smiles this December. Thank you for considering this request and presenting it to your organization on our behalf.

Sincerely,

Zara Marselian

Zara Marselian
President & CEO

