

Family and Friends,

I am excited to announce that I am a candidate for **The Leukemia & Lymphoma Society's (LLS) Man & Woman of the Year campaign**. I am writing today to ask for your support to help LLS in its efforts to find a cure for blood cancers and ensure access to treatments for blood cancer patients. **Learn more about LLS** and its mission.

Five months ago, our lives were forever changed when my son Jacob was diagnosed with Hodgkin's Lymphoma. Being told that your child has cancer is a feeling I would not wish on anyone. Even worse was having to explain everything to Jacob while trying to stay strong. After many tears and continued prayers, we began aggressive chemotherapy treatments and he achieved remission within 4 months. Today, Jacob is cancer free and getting back to a normal life.



I have dedicated this campaign in honor of Jacob to ensure that there will be a cure, not someday, but today. LLS is doing its part in this search for a cure by funding promising research and helping patients and families through financial aid, education and support groups. This is an organization that is doing the right things with the dollars it raises, and I am proud to be associated with it.

Here is where you come in...

My campaign to be Man of the Year in honor of Jacob is all about dollars raised. I am asking you today to join me in this ambitious campaign. I have until **May 4th** to reach my goal of raising **\$100,000**. With your support of a **tax-deductible donation**, LLS can continue funding critical research in the fight against blood cancers as well as provide outstanding patient services. There are many ways to support my campaign:

1. **Make a tax-deductible contribution:** Donations may be made on my website at paulwdowning.com Also, don't forget about company matching gift programs which is a great way to double the donation! Ask me how.
2. **Attend an event:** My campaign team and I will host a variety of events during the 10-week campaign. Watch for details via email and my website.
3. **Sponsor or attend the LLS Grand Finale on May 4th:** Companies or individuals may sponsor, buy tables or purchase tickets. It will be a fun evening and I would be honored if you would attend.
4. **Spread the word:** I would greatly appreciate your assistance to reach out to your friends, family and colleagues to share the mission of LLS, endorse my campaign and ask for their support. It is through extended networks that we will be most successful and the ultimate goal of increasing awareness for LLS will be achieved.

We are very fortunate and thankful that Jacob has beaten cancer. Together, we can give others the same chance. We appreciate your consideration and support of **Team Jacob**.

Sincerely,

Paul Downing
(Team Jacob)
paulwdowning.com