

Dear [Name],

For many of us, the holidays are a time to gather with loved ones and celebrate. However, for just as many of us, time spent with family and friends takes a backseat to financial obligations, especially as healthcare costs in the U.S. continue to rise.

The holidays are an especially challenging time for many families in New York City, where homeless shelters house roughly 10,000 families each day. **A quarter of these families** receive their care at [Client].

This Giving Tuesday, we want to make sure everyone who comes through our doors is able to celebrate the holidays—without having to forgo healthcare. And to do that, we're offering a special matching opportunity to generous friends like you.

Every dollar you give to [Client] **by midnight 11/29** will be **matched, dollar-for-dollar, up to \$100,000** to provide all New York City families who come through our doors with access to healthcare, educational resources, and more!

[Name], I know you agree: No one should have to choose between celebrating the holidays with their loved ones and receiving medical treatment. With your Giving Tuesday gift, you'll help [Client] ensure families across New York City don't have to. Will you make a matching gift today?

[DONATE]

Your generosity will help us continue offering unrestricted healthcare and additional life-affirming services to patients **no matter their immigration status**—a crucial goal as more than 10,000 immigrants seek asylum in New York, leaving even more families without a place to call home or access to adequate medical care.

“Being stranded, sick, homeless, no food, no benefits ... [Client] was the place where I could come and get the help I needed,” says [Name], who was undocumented and battling cancer when she and her daughter first walked through [Client]’s doors.

By making a matching gift today, you'll help [Client] provide patients like [Name] with primary healthcare, women’s wellness services, and affordable medication through our pharmacy—and make our programs and services accessible through **telehealth visits** and our **[Service]**, which makes **100 trips a day** and provides patients with safe and reliable round-trip transportation, free of charge.

And you'll help us maintain vital programs like **[Program]**, which helps families experiencing homelessness practice healthy eating through demonstrations, workshops, and more, as well as **[Program]**, which helps youths cultivate essential life skills such as healthy relationship-building and financial literacy.

With your gift, you'll enable [Client] to build on last year's work and ensure that this holiday season ushers in a year of stability and hope for our patients. And together, we can do more than patch New York City families through tough times—we can help them on their paths to permanent self-sufficiency.

[So, please, make your Giving Tuesday gift today, and it will go twice as far to help \[Client\] reach our \\$100,000 goal by midnight on 11/29.](#)

[\[DONATE\]](#)

“[Client] ... honestly, they're my savior,” [Name] says. “This was my safe space, and they spoke life into me.”

Thank you, in advance, for your generosity this Giving Tuesday. Together, we can make quality healthcare accessible to all this holiday season and beyond.

Sincerely,

[Signer] / [Client]

P.S. This holiday season, [Client] is committed to ensuring that everyone in New York City has access to quality healthcare—because everyone deserves stability. **[So, please, make a gift by midnight on 11/29, and it will go TWICE as far toward supporting our work this holiday season and beyond.](#)**

Donation Page

Double Your Impact This Giving Tuesday

Your Giving Tuesday to [Client] will go twice as far to provide New York City families with unrestricted healthcare and other vital services—regardless of ability to pay, insurance, or immigration status.

Thank You

Thank You!

Thank you for your Giving Tuesday gift to [Client]. Your generous support will go twice as far toward make quality healthcare accessible to families throughout New York City—this holiday season and beyond.

You will receive an email confirmation of your gift shortly.

Website Banner

Option 1:

Affirm. Empower. Give.

Giving Tuesday.

Option 2:

Everyone Deserves Healthcare.

Giving Tuesday.

Option 3:

Make a Difference.

Giving Tuesday.



Lightbox

This Giving Tuesday, every dollar you give to [Client] will be **doubled up to \$100,000** to make quality healthcare accessible to families throughout New York City. Will you support our mission by making a matching gift today?

Yes! I'd like to support New York City families by making a matching gift this Giving Tuesday.



Social Media

Post – Email 1:

This Giving Tuesday, [Client] is **DOUBLING** all donations **up to \$100,000**. **Please, donate by midnight on 11/29 to help ensure that everyone in New York City has access to quality healthcare, no matter their income, insurance, or immigration status. Thank you!**