

# ATTACHMENT 9: ABC ORGANIZATION “ABC EVENT” INTRODUCTION LETTER FOR BUSINESSES

To Ms. / Ms.

Title

Company

Date:

Dear Mr./ Ms.

I am writing to invite you and XXX Company to donate to the ABC Event 2013. This summer, the Fund supports local not-for-profit organizations (NPOs) **working with vulnerable children.**

In 2010, the Ministry of Labor, Invalids and Social Affairs (MOLISA) reported that **more than 4.3 million children were living in “special circumstances,”** which is nearly **18 per cent of all Vietnamese boys and girls.** It includes **1,353,458 children with disabilities, nearly 300,000 children affected by HIV and AIDS with 5,704 children living with HIV, 126,248 abandoned children and orphans, 28,910 children working in hazardous conditions, more than 21,230 street children, 1,805 abused children and 21,500 children living in institutions.** For many of these disadvantaged children the only place where they can receive health care, education, food, shelter, counseling and other support are local not-for-profit organizations that benefit from the ABC Event.

The Fund is a wise investment of your donation. By pooling resources from multiple parties, it **dramatically increases the effect of every donation and provides for long-term solutions to social problems.** In 2009 – 2012, the Fund distributed **VND 767,858,600 (over \$ 36,500) to 30 projects** of local not-for-profit organizations, benefiting over 1,000 people.

The Fund is an opportunity to promote your company’s image and to increase customer and staff loyalty. Every year, announcements about the Fund reach **over 7,000 people in Ho Chi Minh City** via online and media sources. And every year the Fund culminates with a large community event (this year scheduled for 09/15) attended by **at least 200 people,** including representatives of local and foreign businesses, media agencies, diplomatic missions, and staff of international organizations.

For your convenience, the enclosed document describes **several partnership packages** that may interest your company. I and my colleagues at ABC ORGANIZATION would be happy to have a chance to present the Fund at your company in person, or to discuss additional details by phone.

Thank you for your time and consideration,

*Sincerely,*

*Signature of ABC ORGANIZATION Staff*

*Name of ABC ORGANIZATION Staff*

*Title of ABC ORGANIZATION Staff*

ABC ORGANIZATION