November 10, 2016

Business name,

Address,

City, ON PC

Dear business contact,

Information Hamilton is hosting an event on **I&R Day, November 16th,** to raise awareness of the important work we do providing information and referrals to the people of Hamilton each day.

**We hope you will consider donating a gift certificate of $XX to be featured as part of a prize to be won at our event**. We are offering guests at our event a chance to win A Night Out in Hamilton! Your donation of a gift certificate would be added to package of donations by local businesses and services.

Every day thousands of people find the help they need quickly, conveniently, and free of charge because of Information and Referral (I&R) services like ours. People in search of critical services such as financial assistance, food, shelter, child care, jobs, or mental health support often do not know where to begin. With I&R, looking for help means a single phone call or online search. I&R connects people with the services they need. It enables people to participate more fully in the life of their community.

Our event is for anyone who wants to know how to find community services in Hamilton and for those who provide those programs and services. XX other organizations will join us and we expect many members of the public to attend.

Your generous donation would help to make our event a success and would be recognized by more than xx participants we expect in attendance. For more information, please see our event website, **irday.ca**, or feel free to contact me.

Thank you and I look forward to hearing from you!

Warm regards,

Pauline Kajiura

Executive Director

November 16th was declared I&R Day in the U.S. at the request of AIRS, the [Alliance of Information and Referral Systems](http://www.airs.org/i4a/pages/index.cfm?pageid=3300), an international non-profit professional association with more than 5,000 individual, public and private I&R organizational members. AIRS is the international voice of I&R and works to improve access to services for individuals, families, and communities by providing professional standards and training for all I&R providers.  As an AIRS member, Information Hamilton hopes to raise public awareness of the critical and rigorous work of I&R organizations.