

**June 27, 2004  
might not be a day  
you can remember,  
but for Jenny and her kids...**

Date

Dear (personalize):

On June 27, 2004, a small skiing boat on the Colorado River burst into flames. Over 200 miles away in Fullerton, Jenny, single mother of three, heard her telephone ring—her life changed in an instant.

“My kids were spending part of their vacation with my friend. They went on the boat for a short ride, and the second my friend turned the ignition key there was an explosion. I spent the next hour pacing back and forth in my living room with the phone in my hand, waiting to find out where to go. I was a wreck.”

At the time of the accident, Alicia was 12, Alex was 11, and Adrian was 9. They were flown from the scene to the closest burn center in Arizona. Alex had third degree burns over 45 percent of his body—he was close to dying. Adrian wasn't too much better. Alicia was injured the least with burns covering 25 percent of her body.

Jenny dropped everything and caught a plane. As soon as the children could be moved, the Arizona burn center referred them to the renowned Grossman Burn Center in California because of their high rate of successful patient outcomes. The children were saved. But it was only the beginning of the road to recovery...

**If you get expert help right away for your burns, you'll have a far better chance of survival and fewer long-term problems.**

In December 2008, when San Joaquin Community Hospital opens the award-winning, Los Angeles-based *Grossman Burn Center*, it'll be the only burn center in our county.

Mayor Harvey Hall is owner of Hall Ambulance Service. He knows about burn injuries and *Grossman Burn Center's* outstanding work:

“Burn care is a specialty. It needs expertise that even the best emergency rooms in the nation can't provide. Having experts close by improves the chance of a person's survival. I'm very

pleased that San Joaquin Community Hospital, with its successful outcomes, will have a *Grossman Burn Center* for us. I support them 100 percent. I know that our firefighters feel the same—they've travelled to *Grossman* for their own burn treatment.”

You don't have to provide medical services in order to make a difference. Our work continues thanks to the generosity of people like you.

**Like Jenny, you never know when an accident will happen:**

“You never think about having burn specialists until you need them. Then you wish they were available. I can't emphasize enough how important it is to have experts close by—you've got to start treating the burn immediately. After you leave the hospital, you still need burn care for a very long time like my kids did. If it wasn't for *Grossman Burn Center*, my children wouldn't be as healthy as they are. Neither would I—the staff gave me a lot of emotional support.”

I'm asking you to help support our efforts to provide the same excellent care at *Grossman Burn Center* that you've come to expect at San Joaquin Community Hospital. I share your concern for access to the right health care when we need it. *Grossman's* state-of-the-art technique to burn care is unsurpassed—your donation helps us save lives.

- Over the past 11 years, the national mortality rate for burn patients admitted to a hospital has been 5.48 percent. At *Grossman Burn Center*, it's been only 2.4 percent. This is nothing short of amazing.
- In our county, children were 50 percent of the burn victims in 2007.
- In our county, 45 percent of all serious burn accidents occurred at home in 2007.
- In our county, nearly 50 percent of burn victims had to travel to *Grossman Burn Center* in Los Angeles in 2006. Travel costs were huge for the families.

Plus, serious burns affect a person emotionally. It makes a difference when help is close to home.

Please read the enclosed materials; see what your donations can do. Please join us by using the enclosed form to mail your gift of \_\_\_\_\_ by \_\_\_\_\_. People like you made a difference for Alicia, Alex, and Adrian—they have a future. Today, after many months of dedicated treatment, the children are very grateful to medical staff and donors. And so is Mom.

Sincerely,

Fundraising Letter—Draft Form

Marlene Harris

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Robert Beehler

President and CEO, San Joaquin Community Hospital

P.S. Enclosed in this letter, you'll see a current photo of Alicia, Alex, and Adrian. They can smile today because of people like you. With *Grossman Burn Center* and its first-rate care, you'll have the best burn treatment available in the world today. For the first time in our county, people will get the expert burn care they need—when they need it. Please give your gift of \_\_\_\_\_ today.