



Travelers Aid Society of Metropolitan Detroit
People Helping People

<<Date>>
 <<Name>> <<12345>>
 <<Address>>
 <<Address>>
 <<City>> <<State>> <<ZIP>>

BARCODE



Homeward Bound

2009 FUNDRAISING DRIVE

Dear <<Title>><<Last Name>>,

Erin never thought she'd be homeless. She grew up in a solid neighborhood and did well in school. She's always worked hard. But when she lost her job last year—a good one that provided low-cost daycare for her 4-year-old daughter—the bills began to pile up. First she lost her car, which limited her job prospects. Then she lost her apartment.

After two months on a friend's sofa, she and her daughter found themselves sleeping in a church basement with 18 other women and children.

Erin's story is not uncommon, especially under challenging economic conditions like these. More than two thirds of homeless families in Michigan consist of single mothers with school-age children—the new face of homelessness.



THE NEW FACE OF HOMELESSNESS

- One third of the homeless population in Michigan are children.
- Many homeless people in Michigan are employed, but trapped in low-wage jobs. The average income for homeless families is only \$740 per month.
- More than two thirds of homeless families in Michigan consist of single mothers with school-age children.
- Michigan's unemployment and foreclosure rates are among the highest in the nation.

WE CAN HELP...

Established in 1923, the Travelers Aid Society of Metropolitan Detroit has been addressing the needs of travelers in distress and the homeless for more than 85 years. In that time, we've earned a reputation for pioneering crisis intervention techniques and delivering comprehensive case management and transitional housing placement services. Homelessness is a complex issue, but we know how to help people turn their lives around. We do it every day.

(continued on reverse)

Yes! I wish to support the work of the Travelers Aid Society of Detroit to assist people in crisis, to provide for emergency shelter and to help in the fight against homelessness.

Enclosed is my tax-deductible contribution in the amount of:

FRIENDS CIRCLE
OF GIVING

\$25 \$35 \$45 Other _____

LEGACY CIRCLE
OF GIVING

\$85 \$100 \$115 Other _____

<<Name>> <<12345>>
 <<Address>>
 <<Address>>
 <<City>> <<State>> <<ZIP>>

Please mark any changes to your form

Please charge my gift to: Card Number _____

Master Card Expiration _____

VISA Signature _____

E-Mail Address _____

Thank you for your gift. The Travelers Aid Society of Metropolitan Detroit is a 501 (c) 3 organization. All contributions are fully tax-deductible in accordance with State and Federal Laws. MICS #9112.

Learn more at
www.TravelersAidDetroit.org.

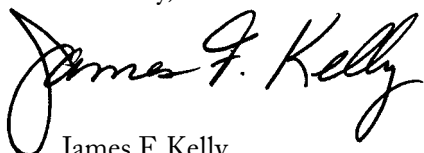
(continued from front)

BUT WE CAN'T WITHOUT YOU

During our annual *Homeward Bound* fundraising drive, your tax-deductible donation will support programs and services aimed at empowering the homeless—and people who are at risk of becoming homeless—to help themselves. With 85+ years of experience, we know how to make the most of your contribution. Your gift is an investment in well established, proven programs designed to help disadvantaged people achieve self sufficiency.

In today's complex world, it often seems that one person can't make a difference—but I assure you that you can. Please take this opportunity to make a tax-deductible gift to the Travelers Aid Society of Detroit. For Erin and many others like her, there's no time to waste.

Sincerely,



James F. Kelly
CEO and President

P.S.—Has anyone ever reached out and given you a helping hand? Maybe someone has inspired you to be more compassionate and caring? Please consider making a *Legacy Circle of Giving* contribution in honor of that special person!



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A Legacy of Helping Others

Our **Homeward Bound** series of programs are fighting homelessness in communities throughout metropolitan Detroit. With the generous support of people like you, we are able to offer program recipients:

- One-on-one crisis intervention counseling
- Integration into a 'care network' of ready human-services providers
- Referrals for affordable housing
- Life skills training and job readiness coaching designed to achieve self sufficiency

Almost all of us have experienced a helping hand sometime in our lives. **With a Legacy Circle contribution of \$85 or more, the Travelers Aid Society can honor those who inspire your compassion for others.**

THANK YOU FOR YOUR SUPPORT
OF THE TRAVELERS AID SOCIETY
OF METROPOLITAN DETROIT

Please accept this Legacy Circle Contribution:

In Memory of _____

In Honor of _____

Please send the appropriate acknowledgement to:

Name _____

Address _____

City _____ State _____ Zip _____