



The Capital Region's Personal Source for Breast Cancer Education and Support since 1998

November 24, 2020

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Dear Friends,

I hope this letter finds you well, in good spirits and staying safe. Life has been so very stressful during this time of COVID. Imagine if, like so many people, you were also diagnosed with breast cancer. Patients go to medical appointments alone, the hospital for surgery alone and recover, often alone. In these times of stress and loneliness To Life! has been a lifeline of support and compassion. To Life! continued on in 2020. Through adversity, uncertainty, social and financial stress, To Life! has been able to pull together and continue its important and crucial work for those dealing with a breast cancer diagnosis.

To Life! is now entering its 23rd year of service to our community and our services are in greater demand than ever. We are experiencing a sharp increase in the number of individuals attending our support groups and our education programs. Website traffic has increased 49% compared to last year. Our boutiques reopened with strict cleaning and safety guidelines in place.

In order for To Life! to continue its essential work, we need your help. Please donate to our Annual Appeal. We understand that financial stress is part of what we are all enduring during this pandemic, but we hope you can find it in your hearts to reflect on what we do at To Life! and donate. Also, please consider this - to make this year that much more impactful, our good friends, the Ellis family, have committed to match your contribution dollar for dollar! That makes the value of your contribution double what you are able to give.

Thank you in advance for your consideration. Your donation and support are greatly appreciated and will have an impact on our community, a community that is not only surviving but thriving.

Sincerely,

Mara B. Ginsberg, Esq.
Founder and President

410 Kenwood Avenue * Delmar, NY 12054 * Tel: 518-439-5975
110 Spring Street * Saratoga Springs, NY 12866 * Tel: 518-587-3820
Email: info@tolife.org * Web: www.tolife.org

