

SUDAN RELIEF FUND
ACQUISITION
DECEMBER 2016
PROJECTED MAIL DATE: January 2017

CARRIER: WHITE CLOSED FACE #10
Prints Black with Teaser in Sudan Relief Fund (SRF) blue

Upper left corner: Sudan Relief Fund
3220 N Street NW, Suite 302
Washington DC 20007

Teaser: *With so little, you can do so much.*

Printed on the backflap: Sudan Relief Fund logo

LETTER: 8.5 X 11 WHITE OFFSET, FOUR PAGES, DUPLEXED
Letter: Personalized – Prints Black text, Blue underline;
Sidebars: Prints black over SRF beige

REPLY FORM: 8.5 X 3.5 WHITE OFFSET, INSERTS FLAT
Prints Black text, Blue details (checkboxes)

The FEC language and the credit card giving option print
on the reverse of the reply form.

REPLY ENVELOPE: WHITE #9 BRE
Prints 1/0 Black

Prints halftone: Thank you! You have made a real
difference in the lives of others.

Source material:

- <https://magazine.atavist.com/the-doctor>
- <https://auroraprize.com/en/aurora/article/heroes/9568/one-in-a-million>
- <http://www.nytimes.com/2015/06/28/opinion/sunday/nicholas-kristof-hes-jesus-christ.html>
- <https://www.sudanreliefund.com>

Top of Letter Centered Teaser Blue Italics, handwritten font:

What if I told you that to some people, a small bit of plastic could save their life?

Dear [Prefix Last Name],

You are probably wondering why I have sent you a piece of plastic. That's an odd thing to send in the mail, isn't it? A small bit of plastic.

What if I told you there is a part of the world where a piece of plastic sheeting is the difference between life and death ... between dignity and shame ... between hope and despair?

That there is a part of the world where even the most basic housing – even a shanty or a shack, even a one-roomed hovel – is not attainable. Where people seek shelter in foxholes, or caves.

This is the reality for the more than 4 million displaced people in South Sudan. These dire circumstances are not through any fault of theirs. Yet, the solution to alleviate their suffering and help the South Sudanese move toward a life of peace is in your hands.

The reason I am writing to you today is because I believe that if you knew how easy it is, how little it takes, how little it *costs*, to offer a hand up to a Sudanese family, you wouldn't hesitate to help.

These are a proud people, who do not want a hand-*out*. They deeply desire the opportunity to work, to provide for their families, to live peaceful lives, but circumstances beyond their control do not allow for it. The problems of politics and geography are too much.

A hand *up*, though, is life-changing, because with a small donation to provide even a basic plastic tarp for use as a simple shelter, you will send a South Sudanese citizen hope.

“The second you lose hope,” says Dr. Tom Catena, the only physician in the 3,000 square mile region of South Sudan known as Nuba, *“you lose everything. And if there's hope – even a small beam of it – people keep going.”*

A Brief History

In the 1950s, a civil war broke out between north and south Sudan. This war lasted for decades, ravaging the people and the land. In 2011, South Sudan finally won its independence. Peace, however, was short-lived. The Sudan People's Liberation Movement, the ruling political party that originally led the way for independence, has been divided and fighting for power ever since.

When a man named Omar al-Bashir came to power, he declared a jihad – or, “Holy War” – on the South Sudanese. His goal was to take control of the land by wiping out the people. He began destroying what was left of the food sources, bombing the land, killing and maiming the people. Innocent civilians – including the children – had nowhere to go, and no way to fight back.

Daily air strikes are now the norm. Villages have been burned, food stores destroyed. The economy is at an all-time low, food prices at an all-time high. The situation is dire ... but still not without hope.

The people of South Sudan are resilient, and still they try to make a life for themselves on their homeland. The people may have nowhere to go to seek proper shelter, but they do have you.

They also have a single doctor who has devoted his life to providing lifesaving care to the most vulnerable. His name is Dr. Tom Catena, known affectionately by his patients as Dr. Tom.

Who is Dr. Tom?

Dr. Tom works 12-14 hour days, 7 days a week. He lives in a simple cinder-block hut, and doesn't get much sleep. He hasn't made the ten-minute walk into town for several years, because he fears that while he's gone, patients will die. Dr. Tom earns \$350 a month for his trouble.

Why on earth would a trained surgeon leave behind a promising medical career and a life of relative comfort to live in extreme poverty and hardship?

The answer is simple: Dr. Tom truly believes that a life of service is his calling. He believes it is his “*duty as a Christian and a human being to help others.*”

“How can I give up when my patients are suffering?” he asks.

Every day, Dr. Tom and his nursing staff are able to keep going, providing medical care to as many as 450 patients each day. Many of these patients have walked for days to see him. They simply have no other choice. And they never complain.

“They'll never say they're under stress,” Dr. Tom said. *“They'll say everything is fine. No, it's not fine. They live in a cave.”*

That's where the Sudan Relief Fund comes in.

Our goal, as the humanitarian organization dedicated to bringing food, safe drinking water, clothing, shelter, medical attention, and hope to the people of South Sudan, is not to provide a band-aid solution that doesn't help solve the many problems of these people. We realize the problems are great. Our mission is to generate **long-term**

solutions by building schools, hospitals, and developing important programs to help empower and educate the people of South Sudan.

When asked how people can help, Dr. Tom said: by remembering that “*everyone’s life is valuable. And we can’t lose sight of that, or else we lose our humanity.*”

But, due to the great food shortage and acute lack of medical care available in this region, your financial help today is desperately needed.

Here’s what you can do to help.

If you can spare just **\$42** today – that’s the cost of a movie and snacks for two people – you will provide direct, immediate humanitarian relief to a family in need.

Just **\$42** will provide one refugee kit to help a family trying to receive basic medical care, and survive until more humanitarian aid is available. Each kit contains:

- Blankets
- A cooking pot
- Nonperishable food items
- Bars of soap
- Plastic sheeting to use as a simple shelter
 - Water container
 - Mosquito netting

If **\$42** is too great a gift to give today, would you consider sending **\$15**, **\$20**, or even **\$25**? Any amount you can spare will help us in our mission to provide the Sudanese people with the basics needed to preserve life.

Your donation will also allow us to continue delivering sorghum and other food staples to the displaced. Basic items such as those in the kits, along with medical supplies and food, are desperately needed. And while 4 million displaced people sounds like a lot – and it is – rest assured that your \$42 gift will go far.

Some of the recent projects we have been able to complete only with the generous financial support of friends like you include:

- Digging more wells to provide sources of clean, life-saving water;
- Providing medicines and medical supplies to the **only** hospital in South Sudan, to treat the hundreds of innocent civilians every day whose lives have been forever changed when they were maimed or injured from attacks on their land and communities;
- Creating the first ever full-fledged educational system in our diocese, which includes building classrooms and desks, and providing school supplies;

- Building centers for religious and educational instruction, which also creates jobs for teachers and provides clean, safe housing.

So you see, your gift today will buy more than “just” a tarp, more than a kit to see a family through a very tough time. Your gift will provide humanitarian support, opportunity for the future, and above all – **hope**.

South Sudan should be a country of hope just five years after gaining independence. And with your help, kit by kit, family by family, it will be.

(Prefix last name), please send your most generous gift today. For just a few dollars, you can make a profound and lasting impact on the life of another.

In gratitude,

(insert sig file) (insert photo of Bishop Edward)

Bishop Edward Hiiboro Kussala
Diocese of Tombura-Yambio
South Sudan

P.S. As for that bit of plastic, please keep that as a reminder both of the dire circumstances for the people of South Sudan, as well as a reminder of the incredible gift of hope you have provided. It is so simple to do so much. Your gift of \$42, or however much you can spare, will provide immediate, life-sustaining aid to people who desperately need it. Please give generously.

SIDEBARS PLACED THROUGHOUT THE LETTER, each in handwriting script:

1. “What Christ tells us to do, take care of the least of these ... it has a meaning for me” – Dr. Tom

2. “Everybody’s life is valuable. And we can’t lose sight of that, or else we lose our humanity.” – Dr. Tom

3. [formatted like a page from a notepad]

In the words of Dr. Tom Catena...

“These are resilient people – tens of thousands of internally displaced people ... and most of them are living in makeshift shelters and under trees. They’ll walk for six hours to reach us for their treatment. Many are pregnant women who make the long trek here, wait all day to be seen and get an ultrasound of their baby ... they never ask for anything or complain about their situation. They’re just happy they had a chance to see their baby. Then they turn around and start the six-hour walk back to their temporary shelters.”

REPLY:

Yes, Bishop Edward, I will stand with you and share my \$42, \$25, \$20, or \$15 to provide refugee kits, as well as hope to the people of South Sudan. I understand that my gift may go directly to purchase the kits, or it may also go to further the other projects of Sudan Relief Fund's mission to provide peace and hope for the future.

I have enclosed my donation in the amount of:

* \$42, \$25, \$20, \$15, \$_____

* A donation of at least this amount will provide one refugee kit which supplies emergency aid to a family of four.

Please make your check payable to "Sudan Relief." Or if you prefer to donate by credit card, please complete the credit card information on the reverse. Your gift is tax deductible.