

The 2009 Sports Museum Annual Fund

October 27, 2009

STAND STRONG WITH THE SPORTS MUSEUM

Dear Friends:

The Sports Museum has been in existence for more than 30 years. During that time, there has been one constant: our educational programs. In good times and in bad, we have kept our commitment to deliver impact programs that benefit the young people of our community.

Simply put, educational programs represent the lifeblood of The Sports Museum.

We are writing to request your gift to *The 2009 Sports Museum Annual Fund* so that we can continue our vital work.

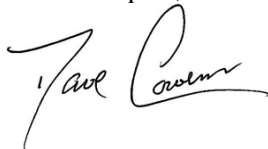
No work is more important than *Stand Strong*, a character education program that we deliver to at-risk middle school students from Greater Boston. With this program, we help these kids build the type of character they need to stand up to drugs, violence, and the many other dangers they now face. "*Stand Strong* provides once-in-a-lifetime moments that will continue to have profound, positive impact on its participants," said Zizi Abdel-Ghaffar, a Pre-Teen Specialist at the Charlestown Boys and Girls Club. "*Stand Strong* needs to be around for years and years to come. The youth in our community need this program."

The purpose of our end-of-the-year annual fund campaign is to make The Sports Museum whole so that we can continue to carry out our mission and provide high impact programs such as *Stand Strong*. **The need has never been greater than in 2009. Unfortunately, to date, we have raised less than 50% of the funds that we need to deliver the current *Stand Strong* program. Other important Sports Museum programs for kids are also running at a shortfall.**

So, while the museum remains on strong footing overall and continues to make an indelible mark within our community, we need your help. Please make a contribution of \$50, \$100, \$250, or more to *The 2009 Sports Museum Annual Fund* to help us reach our annual goal of \$50,000. And please know that your gift will help enormously as we continue to help at-risk kids in Greater Boston.

Help us help them. Thank you.

Yours in sport,



Dave Cowens
Co-Chair
The 2009 Sports Museum Annual Fund



Rich Pond
Co-Chair
The 2009 Sports Museum Annual Fund

P.S. To donate online, please visit www.sportsmuseum.org. Alternatively, please send your gift to The 2009 Sports Museum Annual Fund, 100 Legends Way, Boston, MA 02114. Thanks again.