

July 1, 2007

Name  
Address  
City, State ZIP

Dear \_\_\_\_\_,

It is with great pleasure that we invite you to play a central role in EPES' 25<sup>th</sup> Anniversary celebration! We would like to ask you to become an *Embajador de EPES* (EPES Ambassador), helping us to recognize our twenty-five years of service and helping us make our vision of sustainability a reality.

Over the past quarter-century, EPES' strength and continuous development has been a result of cross-continental teamwork. Thanks to the ongoing commitment of friends like you, EPES continues to expand and succeed in advancing its mission. Most recently, in October of 2005, Action for Health in the Americas (AHA) was founded to help EPES by assisting with fundraising and providing ongoing technical and financial assistance to support its growing regional health initiatives.

EPES now serves over 145,000 individuals each year, and with this growth come new challenges of supporting more communities and addressing new health and social concerns. We are hoping that you, as a committed supporter of EPES, will join us in meeting these challenges. The 25<sup>th</sup> Anniversary Campaign needs friends like you, who understand and believe in our vision of long-term **sustainability**. Too often, root causes of health and social problems are bypassed in order to achieve more visible, "quick" fixes. While EPES realizes that quick action must be taken at times, we remain committed to our strategy of community empowerment and sustainable initiatives that require comprehensive, and often more complex, solutions to underlying causes.

Our goal is to recruit 25 *Embajadores* to host a special EPES event in their home by the end of 2007, and to share the story and accomplishments of EPES with family and friends: accomplishments that supporters like you have helped make possible. Our idea is that these will be intimate gatherings of 12-20 people –neighbors, family and friends who would enjoy coming to your home for a Chili4Chile dinner and a chance to learn a little more about EPES.

(over...)

We hope you will choose to take on this role. AHA will provide you with:

- ✓ Instructions and tips on how to organize a special event (such as a Chili4Chile lunch or a Chilean wine and cheese tasting)
- ✓ Sign-up sheet for guests, evaluation forms, and envelopes
- ✓ Tips on how to ask for donations
- ✓ The EPES DVD “Building Healthy Communities” to screen during the event
- ✓ EPES/AHA informational and educational materials, such as brochures and newsletters, to distribute to guests
- ✓ Ongoing guidance in planning and carrying out your event

We sincerely hope that you are as excited as we are to make the most of this opportunity. If you are interested in being one of the 25 *Embajadores* please call or email me as soon as possible at [actionforhealth@gmail.com](mailto:actionforhealth@gmail.com) or 518-456-1553. I look forward to your call!

Your generosity of spirit and resources is a special gift to EPES and the thousands who benefit every year. Many, many thanks.

Gracias!

Karen Anderson  
Action for Health in the Americas (AHA)

P.S. Anyone raising over \$1000 will receive an EPES arpillera made by EPES health promoters.