

FAF-1608R-WOE-T

633 Third Avenue, 14th Floor, New York, NY 10017

the *Fresh Air* fund
serving children since 1877

Non-Profit Org.
U.S. Postage
PAID
The Fresh Air Fund

Mrs. Jane D. Sample
Apt. 1234
520 West 49th Street
New York, NY 10019-1234



You inspire

SO MANY FUTURE LEADERS!





Future
PHOTOGRAPHER



Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 1 TEST
Specs: 6" x 3.75"
Colors: C ■ M ■ Y ■ K ■

Paper/Stock: 8 pt. C1S
Special Instructions:

“I’m so proud of all my nature photos. I feel accomplished seeing the finished product.”

Focusing on black and white photography, campers have the opportunity to **express themselves through film** and explore this unique type of art. In class, campers learn how to manually operate a 35 millimeter camera and develop photos in a dark room.

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FAF-1608R-INS1



Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 1 TEST

Specs: 6" x 3.75"

Colors: PMS 7462 ■ PMS 375 ■

Paper/Stock: 8 pt. C1S

Special Instructions:

Future RESEARCHERS



t|h|d

Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 2 TEST
Specs: 6" x 3.75"
Colors: C M Y K

Paper/Stock: 8 pt. C1S
Special Instructions:

“I love researching and learning why things are the way they are.”

The Sharpe Reservation environmental programs provide a **hands-on learning experience** that can only be achieved in an outdoor setting. Every summer, campers participate in a diverse range of classes — from science and ecology to outdoor living skills.

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FAF-1608R-INS2



Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 2 TEST

Specs: 6" x 3.75"

Colors: PMS 7462 ■ PMS 375 ■

Paper/Stock: 8 pt. C1S

Special Instructions:



Future
VETERINARIAN



Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 3 TEST
Specs: 6" x 3.75"
Colors: C M Y K ■

Paper/Stock: 8 pt. C1S
Special Instructions:

“Taking care of the farm animals
made me more responsible.”

Fresh Air kids love visiting the Camp Model Farm, where
they learn how to feed and care for our animals. This
summer, we had pigs, goats, chickens, turkeys, rabbits, sheep
– and of course, the camp cow, Sunshine!

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FAF-1608R-INS3



Job Title: FAF 1608 FY16 REN FC PHOTO INSERT 3 TEST
Specs: 6" x 3.75"
Colors: PMS 7462 ■ PMS 375 ■

Paper/Stock: 8 pt. C1S
Special Instructions:

I want TO INSPIRE CONFIDENCE

in New York City's youth to go after their dreams
and become leaders in their community.



Enclosed is my special gift of:

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ Other \$_____

Make a gift online at www.freshair.org/xxxx

Mrs. Jane D. Sample
THD
80 Hayden Avenue
Lexington, MA 02421

To receive our quarterly e-updates, please provide your e-mail address below:

Contributions to The Fresh Air Fund are tax-deductible to the extent permitted by law.

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CREDIT CARD INFORMATION

Please bill my: ☐ MasterCard ☐ VISA ☐ American Express

Card # _____

Exp. Date _____

Signature _____

PLEASE REPLY BY: SEPTEMBER 30, 2016

633 Third Avenue, 14th Floor, New York, NY 10017
1-800-367-0003 • 212-897-8900

XXXXXXXXX R1608XXXXXXXXX

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Mrs. Jane D. Sample
Suite 300
80 Hayden Avenue
Lexington, MA 02421-1234



[Dateline]

Dear Mrs. Sample,

Every child dreams of what they want to be when they grow up. Whether they aspire to become a doctor, police officer, fireman, journalist, or senator – *anything is possible*.

All they need is a little confidence to believe in themselves!

Your support of The Fresh Air Fund is critical to helping kids from low-income communities in New York City discover their passions and what it truly is they want to become in life.

Fresh Air camp introduces kids to eye-opening and engaging activities. Kids come across things they wouldn't otherwise experience in the city – like learning how to swim, sleeping under a star-filled sky, or hiking up to Pawnee Overlook.

This exposure broadens their horizons and introduces them to interests they never knew they had. It challenges them to step out of their comfort zones. And that's where they gain confidence, independence, self-esteem, and leadership qualities.

Skills like these are invaluable in life. They help our kids succeed in future academic pursuits and careers. These skills can only be gained through experience – and that's why we need your support today – to help kids spend a life-changing summer at Fresh Air camp or with a volunteer host family.

I hope you will make a gift of \$Ask1, \$Ask2 or \$Ask3 today to help Fresh Air kids discover their passions and go after their dreams.

As you know, a child's mind is an open canvas waiting to be filled with hopes, dreams

(over, please)

633 Third Avenue • 14th Floor • New York, NY 10017 • www.freshair.org



Job Title: FAF 1608 FY16 REN FC LTR RPLY TEST
Specs: 8.5" x 14" E-14 Letter/Reply Form
Colors: PMS 375 ■, PMS 7462 ■ & Black ■

Paper/Stock: 60# White Offset
Special Instructions: Reply trims to 3.5" x 8.5", letter drives package

Your gift will help change a child's life this fall!



\$23 Provides text books for tutoring

\$36 Gives three children a job shadowing experience

\$60 Covers one child's college application fee

\$133 Provides one day of weekend camping

\$600 Provides college campus tours for an aspiring scholar

Your donation of any size will help us reach out to even more children with year-round educational and support programs. Please give as generously as you can today.

FAF-1608R-LTRRPLY-T

and aspirations. Today, you can help lay the foundation for a child's future.

Please take a moment to read the enclosed inserts. I think you'll really enjoy learning about the future dreams of the kids you are helping! Every day, New York City kids are learning more and more about themselves through Fresh Air camp activities.

Campers look forward to expressing their creative sides in our photography classes, dance workshops, and music program. They also learn about technology and engineering in computer coding and robotics classes. At the end of the summer, every child returns home with a brand new outlook on their abilities and interests.

Together, we are inspiring confidence in New York City's youth to go after their dreams and become leaders in their community. Whether they aspire to become a doctor, dancer, or researcher – the possibilities are endless – and that's all because of you!

Your gift today will help kids find direction in life. It will help them become aware of their goals. And most importantly, it will give them the confidence to believe that *any dream – no matter how big or small – is possible.*

Sincerely,

Fatima Shama
Executive Director

P.S. You could be the one to help a child discover their talents and what career path they want to pursue. What an incredible feeling knowing that you're making such a difference!