



Making America Safe for All Children

May 20, 2005

Dear

We need your help. We have had extraordinary demand in the past few months for our highly regarded Child Safety Kits.

When Jessica Lunsford's murder was announced, we received Safety Kit orders at a rate of more than one per minute from anxious parents. Two weeks later, we responded to a letter in Annie's Mailbox, and our Safety Kits were recommended to parents in newspapers throughout the world. Again, we received thousands of online orders and numerous bulk orders from civic groups, law enforcement, and schools. We continue to receive large orders from every state in the union as well as from many countries throughout the world.

We are gratified to be seen as a crucial resource to parents and families. With your gift, we can continue to help keep children safe.

Our staff and volunteers are busy trying to keep up with the requests. We need donations to offset our costs for printing and assembling large volumes of kits, the postage to send them to parents and groups throughout the nation, and the translation into Spanish for our growing Hispanic audience. We have plans to create online versions of the kits for easy access. And, we are broadening our distribution to underserved communities.

In the eleven years since our agency was founded, we have been asked countless times how to protect children from dangers and how to discuss safety issues without scaring the children or their parents. Our Child Safety Kit is designed to do just that.

(over, please)



BOARD MEMBERS

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“Thank you so much for mailing the Child Safety Kit to us. It is the nicest kit we’ve seen! It is really comprehensive, informative, well designed, and well laid out. The fingerprinting kit is quite ingenious too!”