

October 25, 2006

Dear Montgomery County Neighbor:

We already see the signs of Christmas shopping beginning to happen all around us. If we don't watch out, we will feel that Christmas is all about getting things WE want. Christmas becomes really different when we learn to truly share at this time of year.

*Do you take for granted that your family will have an abundant Christmas this year? For many of our neighbors in Montgomery County, this is not a foregone conclusion. Let me tell you of a way that you can help "make Christmas happen" for those who otherwise would miss out. The **Montgomery County Christmas Store** provides our low-income neighbors a dignified source of help for their families at Christmas.*

*The enclosed brochure tells about the Christmas Store and our organization. We began in 1982, and provide Christmas for up to **1,400** families a year. We are an all-volunteer, locally organized charitable organization. Our slogan is "**Christmas Is Sharing.**"*

*We depend on the generosity of individuals like you to make this project successful. Our very tight budget this year is **\$153,000**. Due to additional area layoffs, we expect a larger turnout of eligible families this year. The Christmas Store is incorporated as a non-profit 501(c)(3), so your donation is **tax deductible**. Gifts of all sizes are most appreciated; a gift of \$100 supports an abundant Christmas for one low-income family in Montgomery County. Please consider sponsoring one or more families this year.*

*This year's Store is **December 5, 6, 7, 8 and 9** at our building in downtown Christiansburg. All donations in response to this letter will be used to support the operating budget for the 2006 Store. Your timely financial support is critical in helping us reach our goal. It also assures that when the Store opens, our shelves will be full! Please send **your tax-deductible donation** payable to **Montgomery County Christmas Store** using the enclosed self-addressed envelope. Gifts that reach us by December 1 are especially helpful to us each year.*

We thank you in advance for your support of this important local project. Together we make Christmas happen for our deserving neighbors in Montgomery County.

Sincerely,

L. Glenn Tyndall, Fundraising Chair
wesfound@vt.edu

P.S. Sharing at Christmas is a reality when you send your donation TODAY!

Read more about us at <http://www.mcchristmasstore.org>