



# New York District of Circle K International

Dear *(Insert Business Owner's Name)*,

My name is *(Insert your name)*, I am reaching out to you on behalf of the New York District of Circle K International. Circle K is the world's largest student led collegiate service organization. We strive to make the world a better, safer, and healthier place, by donating our time and raising money for organizations such as the Thirst Project, UNICEF, American Red Cross and hundreds of others.

Today, we are asking for your help to give back to our local community. Every year thousands of newborns in NYC leave hospitals without materials for their basic needs, like clothes or shoes. Our *Warm Beginnings Project* helps combat this issue. The project was started by a nurse in Staten Island, Helene Irvine, who witnessed countless mothers wrapping their new born infants in old t-shirts and used clothing. As a bystander to this, Helene decided she wanted to help. Soon she organized baby showers in order to donate baskets filled with clothing, bottles, blankets, and other fundamentals to mothers in need.

That is why we are asking for your help to address this problem. We want to advertise our program outside of your business and ask local patrons to donate whatever they can to help newborns get the supplies they so desperately need. This will not only benefit children in need but also your shop by increasing sales and marketing your store as one that supports an amazing cause. If you would like more information about Circle K, and Warm Beginnings, it can be found at [www.nycirclek.org](http://www.nycirclek.org).

If you have any questions or concerns please feel free to contact me at  
*(Insert the email they can contact)*

Yours in service and charity,  
*(Insert your name)*