

Dear (insert name),

Our (insert grade) class at (insert name of school) has chosen to participate in Read to Feed®, a reading incentive program designed by Heifer International, a nonprofit organization dedicated to ending hunger and poverty while caring for the Earth. We are asking local businesses to join us by sponsoring our efforts.

Read to Feed promotes reading and helps Heifer assist millions of people around the world feed their families and reach self-reliance through the gifts of livestock and training. Children learn many important lessons throughout the program. They learn about world cultures. They learn the importance of using the Earth's resources wisely. They learn the value of self-reliance. Most important, they learn that they can make a difference in the world.

And that's why sponsors are so crucial to the program's success. Sponsors pledge donations—a quarter, a dollar or any amount—for each book students read during a specific time frame. At the end of the program, children collect their pledges, pool their money and buy gifts of livestock for struggling families who have few resources and are in need of a reliable source of income. You can learn more about Heifer's work at www.heifer.org.

We will begin Read to Feed on (insert beginning date) and continue to (insert ending date). We would greatly appreciate (insert name of business)'s support in helping us raise funds to support Heifer's work. If you would like to sponsor our class, please contact (insert name) at (insert phone number) or (insert email address) to let us know what your organization wishes to donate per book read or if you'd like to donate a set amount for the class. To receive a tax deductible receipt, please make payment by check to Heifer International: Read to Feed.

You will not only be fostering a love of reading in local children, but also helping less fortunate families around the world have an ongoing source of food and income. We appreciate your encouragement and support of (insert name of school) while our students participate in Read to Feed.