

February 2010

Company Name  
Address  
City, State, Zip

Dear XXX,

The National Alopecia Areata Foundation (NAAF) was founded in 1981 by a young Californian suffering with the disease and seeking others to share and understand her problems. It has grown into the world center for alopecia areata information, research and support. Located in San Rafael, California, the Foundation is governed by a volunteer Board of Directors, a volunteer Scientific Advisory Council, and a professional staff. Children, women and men suffering from hair loss find hope and support through the Foundation. We would like you to *help us* continue to help others.

Alopecia areata is a common cause of hair loss affecting over four and a half million people in the United States. It usually starts with one or more small round bald patches on the scalp and can progress to total body hair loss. It occurs in both sexes, all races and ages but young people are affected most often. For those who have this disease, life is dominated by a force that they can neither influence nor predict.

There are several opportunities that are available to help individuals with alopecia areata participate in the 24th Annual NAAF Conference for patients and their families. Please find enclosed a partial list of funding opportunities and ways your business will benefit from contributing. NAAF will use these grants to improve the health and quality of life of the millions of persons living with alopecia areata.

The Annual NAAF Conference will take place on June 24th to June 27th, 2010 in Indianapolis, Indiana. We expect close to 700 attendees including 200+ children. NAAF is especially concerned with the number of children in the United States who suffer from alopecia areata and the problems that cause them and their parents and/or caregivers, such as feelings of being different or alone, low self-esteem, and frequent teasing. The conference is a safe place for the children to discuss their experiences and feelings. They have a chance to connect with other children who understand what they are going through and to interact with adult role models who can help them learn how to cope with the disease.

I would like to discuss your partnership with NAAF and invite you to call me to discuss this further. Please let me know if you need any other information in order to process the grant and thank you for your consideration.

Sincerely,

*X Your Name Here*

NAAF Volunteer

Please e-mail [jeanne@naaf.org](mailto:jeanne@naaf.org) for an electronic copy of this letter if you would like to use some of its content in the personal letter you draft to the business you have in mind. Also, send an e-mail if you would simply like more ideas/suggestions for what your letter should contain. We are grateful for your efforts and are here to help you succeed!