



February 21, 2007

Dear Local Business Partner;

Did you know that 9 out of 10 children in Child Restraint Systems are *unsafe* due to improper installation, usage, or placement of the restraint? According to recent statistics, over 50 children on average are killed each week as a result of motor vehicle crashes.

SafeWNY was formed as a non-profit charitable entity in June, 2006, in response to the need for Child Passenger and Traffic Safety coordination in the area. Our areas of operations generally include the 8 counties of Western New York; however we are also requested on a routine basis to travel to other areas of the state. SafeWNY has been or will be involved with Delaware, Chenango and Chemung Counties this year, and have been asked to become a presence in the Capital District. SafeWNY is the main coordinator of Child Safety Seat Checkpoints, resulting in over 1000 child seats inspected and installed in 2006 alone.

Our organization is funded entirely by grant funding, and by donations from private citizens and companies. SafeWNY has launched a fund drive to raise \$200,000 to further enhance and improve the safety of children in the Western New York area.

Please take a moment to review the donation form enclosed. As a charitable organization, your donation is tax-deductible. More importantly, the children of Western New York will benefit once again from the generosity of individuals and businesses who make this initiative possible.

If I can answer any questions, please don't hesitate to contact me directly at [Brian@SafeWNY.org](mailto:Brian@SafeWNY.org), or directly at (716) 289-8910.

Sincerely;

Brian S. Dadswell  
CEO/President  
SafeWNY, Inc.

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Phone: (716) 684-6952  
E-mail: [Info@SafeWNY.org](mailto:Info@SafeWNY.org)  
[www.SafeWNY.org](http://www.SafeWNY.org)



## 2007 Fund Drive Donation Categories

### **Champions (\$10,000 or more)**

- are listed on the SafeWNY mobile checkpoint trailer as a program donor
- are featured in press releases announcing their support of SafeWNY
- receive plaques acknowledging donor status
- receive thank-you letters from SafeWNY
- are listed in our newsletter

### **Heroes (\$5,000 to \$9,999)**

- are linked from SafeWNY to their websites
- are featured in press releases announcing their support of SafeWNY
- receive plaques acknowledging donor status
- receive thank-you letters from SafeWNY
- are listed in our newsletter

### **Benefactors (\$1,000 to \$4,999)**

- are linked from SafeWNY to their websites
- receive plaques acknowledging donor status
- receive thank-you letters from SafeWNY

### **Sponsors (\$500 to \$999)**

- receive certificates of sponsorship from SafeWNY
- receive thank-you letters from SafeWNY
- are listed in our newsletter

### **Friends (\$100 to \$499)**

- receive thank-you letters from SafeWNY
- are listed in our newsletter

### **Contributors (\$1 to \$99)**

- are listed in our newsletter

### **Honorarium and Memorial Contributions**

- donors receive thank-you letters
- acknowledgment cards are sent to the individuals designated by donors
- donors and honorees are listed in the next newsletter

## Donation Form

Yes! My organization wants to donate to SafeWNY! Please complete this form, print it out, and enclose it with your payment, payable to SafeWNY, Inc.

**Mail to:**  
**SafeWNY, Inc.**  
**ATTN: Fund Drive Coordination**  
**74 Brandel Ave**  
**Lancaster, NY 14086**

**Organization (name as you wish listed):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City State, ZIP Code:** \_\_\_\_\_

**Phone number:** \_\_\_\_\_

**Contact name:** \_\_\_\_\_

**E-mail/Web site address:** \_\_\_\_\_

We would like to support SafeWNY as a:

- Champion (\$10,000 or more)**
- Hero (\$5,000 to \$9,999)**
- Benefactor (\$1,000 to \$4,999)**
- Sponsor (\$500 to \$999)**
- Friend (\$100 to \$499)**
- Contributor (\$1 to \$99)**

Amount enclosed: \$ \_\_\_\_\_

Is this donation being made in memory or in honor of someone special? If so, please complete the following:

In Memory of: \_\_\_\_\_

In Honor of: \_\_\_\_\_

Please send an acknowledgement card to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP Code: \_\_\_\_\_

Signature: \_\_\_\_\_

*SafeWNY, Inc. is a 501(c)(3) nonprofit organization under the regulations of the Internal Revenue Service. All contributions to the Foundation are tax-deductible to the extent provided by law. **Thank you!***