September XX, 2021

**Subject:** Rally for Hope, Fundraising Campaign for ICA Canada

Dear [enter name],

It’s back to school time!

What has the pandemic taught us about education? It’s the essential fabric of children’s life, growth, and hope!

This is true everywhere in the world, yet access is not. Civil unrest and poverty have led thousands of Cameroonian children with poor access to quality education.

Through the months of September and October, ICA Canada hopes to raise $200,000 to build schools and provide an education for children in Cameroon.

If you believe education leads to sustainability, rally with us.

If you believe education empowers humanity, rally with us.

If you believe education gives hope and inspiration for future generations, rally with us.

ICA Canada has launched its Rally for Hope Campaign whose mission is to rally Canadians to support Cameroonian children through fundraising to build schools. Canadians can donate, share, and engage on social media to help spread the word.

[insert organization/business or individual name] has pledged to raise [insert goal amount]to build a school in Cameroon to accommodate 200 students.

This amount covers the cost of:

* A 2-classroom school building
* 1 PTA teacher
* Uniforms
* Textbooks

We are currently looking for donations to help reach our fundraising goal and make a difference in the lives of Cameroonian children. By donation to our fundraiser, you will contribute directly towards ICA Canada’s mission to empower children through education and in turn, giving them and Cameroon hope and a chance to be sustainable.

I would love the opportunity to discuss this further. You can reach me directly at [insert email] or by phone [insert phone number].

Please, rally with us!

Sincerely,

[insert name and title/function]

[insert organization or business name]