



February, 2017

Dear Friend,

On behalf of The Puppy Mill Project, I am asking for your support for our upcoming 'Mothers In The Mills' annual fundraising benefit. This event is held on the eve of Mother's Day to recognize and remember the hundreds of thousands of breeding dogs that are locked away in merciless conditions in puppy mills. This year, our event is on Saturday, May 13 at Moonlight Studios in Chicago's West Loop. This event will feature a dynamic live auction and raffle, food, drinks, and dancing to a live band. It will be a fun-filled evening with over 300 supporters and animal advocates coming together to support an important and urgent cause.

*While attendance at our 'Mothers In The Mills' event has increased every year since its inception in 2011, we still depend on the added support of our friends and associates in the business community. Your financial support is vitally important to The Puppy Mill Project—your generous sponsorship and donations fund programs that raise awareness and educate the public about the existence of puppy mills and the cruelty they propagate, as well as help offset the costs of medical care for rescued mill dogs through 'Millie's Mission' fund grants.*

There are a couple of ways you can support this year's 'Mothers In The Mills' benefit:

**First**, I encourage you to become a sponsor of this event. This is an excellent opportunity to promote your business or organization to your current and future patrons and members across a wide demographic while supporting work that will save the lives of thousands of mill dogs. The 'Mothers In The Mills' benefit will be heavily promoted across our database and social media network of over 15,000 contacts as well as a comprehensive media, public relations and marketing campaign.

**Second**, please consider making a donation of an item(s) to our live auction, or contribute an item to one of our themed raffle baskets (Men, Women, Children, Pet). This is a much-anticipated highlight of our event, and a critical component to the evening's success. We are seeking a diverse range of items so that there is something for everyone. Would you be willing to donate an experience, service, gift certificate or merchandise from your business or organization to our event?

***It is a win/win situation when we benefit from your donation and you receive the goodwill and recognition that comes as a result of your generosity.***

Attached is more information about **The Puppy Mill Project**, sponsorship opportunities and the event. Our organization's ability to successfully continue our work depends on the generous backing of partners, donors and supporters such as yourself who believe in our important mission: Ending puppy mills.

Thank you so much for your thoughtful consideration of our request.

With Gratitude,

Cari Meyers - Founder and President  
The Puppy Mill Project