

Madeline Cuaresma
Fundraising letter/Creative Brief
September 17, 2025

Dear Community Member(s),

Every day, there are countless individuals, including young children, who face challenges of getting access to essential resources such as food, shelter, etc, that no one should have to endure alone. Every donation made by many people can make an impact on someone's life, creating a better future for them and helping to build a world where no one needs to struggle to survive.

As a contributor to the ANCOP (Answering the Cry of the Poor) organization, a volunteer of 20+ years, Myla San Juan feels proud and blessed to be part of an initiative that encourages a meaningful and positive community dedicated to helping others. She says, *"As ANCOP sponsors, many children gain access to education and brighter job opportunities, families uplift their lives, and communities thrive with faith and opportunities to start small businesses in the neighbourhoods."*

The ANCOP organization continues to fulfill their goal/mission of extending help to the less fortunate in multiple countries, such as Canada, the Philippines, etc. This letter was written on behalf of the ANCOP organization, a non-profit organization that believes every donation made by supporters makes those individuals, including children's lives better and brighter, but also helps them gain knowledge of their way of living and faith. Also, each donation can be sent to build decent homes for deserving families, as well as villages in the Philippines.

Following their involvement with the ANCOP organization, Myla and the other volunteers receive multiple updates through their newspapers about the individual and their progress. These updates highlight the success that the individuals achieved, sharing the sponsorship and the support that the organization provided to them throughout their time with them.

“The students usually send donors annual letters to keep them posted. One of the students my family is supporting has already graduated from high school and is in college now. We found out through the letter she sent recently.”

I invite you all to contribute to or participate in donating to the ANCOP organization, just like Myla San Juan, who has been helping out with this organization for over 10 years. Our goal is for everyone to donate to help the less fortunate, since every donation does make an impact on someone’s life, and ensures that the world is not filled with pain and difficulties.

To donate and learn more information about the ANCOP organization and visit

ancopcanada.org

Sincerely

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ANCOP Organization

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Creative Brief

Through this fundraising letter about the ANCOP organization, my goal is to create a compelling appeal that effectively communicates the organization’s mission of serving those in need, while emphasizing its core objectives and the impact of donations on the communities it supports. I chose ANCOP because of its meaningful and generous role in providing essential resources to individuals who lack access, which would enable them to create a brighter future for themselves.

My visual elements showcase images of people lending a hand to the homeless and group photos of the participants. This aims to inspire others to support and benefit from donating to our organization. The call to action will emphasize how donations can make a real difference in people's lives, particularly during the winter months.

The target audience is towards young individuals, family members, and those who are interested in learning about the ANCOP organization. This is because those groups can increase the movement of supporting and spread ANCOP's mission of helping others throughout generations. Additionally, they can gain knowledge of how helping others can make an impact on society and learn from that experience. This letter will be sent through email and direct mail to gain people's interest and knowledge about the support for the organization. Additionally, this will allow people to consider being involved in helping out others in society to improve others' lives.