

November 1, 2016

First Last
Address
City, State Zip



It's time to focus on the environment for the sake of us all. Support 50 More Green Years.

Dear Salutation,

Hartford – the buildings, the people, the experiences – enriches my life. I owe my best memories to this city, and I know Hartford holds a special place in your heart as well. **Today, I ask you to invest in KNOX's future in honor of our 50th anniversary.** With your help, 2017 will be the city's most beautiful year yet.

Our Health

It's time to put everyone in and around Hartford first. Our health. Hartford's a city of 124,000 people, living and breathing polluted city air. Each day, thousands of cars inject carbon dioxide into the air beyond our control. That's the air you're breathing. That's the air our kids breathe. To top it all off, Hartford experienced one of the worst droughts in years, and we fear it's only going to get worse. **We have the power to make Hartford a greener, healthier city. It's time to focus on the environment... for the sake of us all.**

We need to ensure Hartford is better off in 50 years. Support KNOX's 50th by investing today in 50 More Green Years. Will you give today?

Our Trees

Right now, the city's tree canopy only covers 25% of the city's surface (New Haven has 38%). Even so, this urban forest cleans our air. It cleans our water. It shades our playgrounds. It adds pride and beauty to every block. But the canopy is aging. Drought conditions coupled with freak 100-year storms happen almost every year now. **KNOX has a 700-person waitlist of people who want trees in Hartford, but we don't have the funding to fulfill them. We need you. Make a gift today.**

You can be Hartford's shining, green light. **Together, we can lift up every resident, visitor, and commuter to our city by putting Hartford's green infrastructure first.**

Our Future

In honor of KNOX's anniversary, we've launched a fundraising campaign to ensure KNOX flourishes for 50 More Green Years. Your gift today will be the start of that campaign –one that understands the health of our people hinges upon the health of our environment. This campaign will ensure KNOX is there when your grandchildren want to volunteer. It will ensure wise decisions about tomorrow are made today. **If you'd rather donate online, visit <https://www.knoxhartford.org/50MoreGreenYears>.**

Your gift of \$50, \$100, or \$1,000 impacts every single person who lives or steps foot in Hartford. We're counting on you to make a gift in honor of 50 More Green Years.






Our city needs us. We need positive, green change. Will you be Hartford's shining, green light?

With Gratitude,

Ron Pitz, Executive Director

P.S. Give us a memory. Let us know why you love KNOX with the attached card. What makes YOU passionate about a greener Hartford?

What Your Support Makes Possible

-  3,000 Volunteers Cleaning Up the City
-  500+ Trees Planted in Hartford Yearly
-  20 Community Gardens serving 400 Families
-  6 Urban Farmers
-  3 Job Training Programs