



## Vulnerable

Dear <Personalised>,

**Will you help us be there for <vulnerable/elderly> people <with condition> in these trying times?**

At this time of great worry and uncertainty for us all, I sincerely hope that you and your loved ones are in good health.

In terms of <organisation>, I can assure you that we are following Government advice and have put strict measures in place to protect staff and everybody they come into contact with.

As I am sure you appreciate, as a charity that exists to protect and care for <elderly> people <with condition>, we are at this moment putting plans into place to reach out to people in their homes and communities and doing all we can to help mitigate the impact of the coronavirus on their health and well-being.

<What is your charity doing? Insert any specific impacts and/or plans here>

Inevitably, these new interventions will place a considerable strain on our resources which is why I am turning to you, <as a generous and compassionate supporter of <organisation>>, today.

Please will you consider helping us reach out to <elderly> people <with condition> through this incredibly difficult period, by giving £XX today?

Today, perhaps more than most, we are hoping we can count on you.

Our charity was founded to support and care for <elderly> people with <condition> and I am determined that we must continue to be there for them over the weeks and months to come, when they may need us more than ever before. I hope you are in a position to help ensure this is the case by giving a donation today.

With my thanks and very best wishes.

<Name>

<job title>

P.S .You can give now by visiting our [secure web page](#), calling <0800 123456> or sending a cheque to <address>. Thank you for your understanding.