Dear Friend,

As you may know, [I or MY MOTHER/FATHER/SIBLING, ETC] was diagnosed with multiple myeloma, a rare incurable blood cancer, in [YEAR].

For the last eight years, the myeloma team at the Indiana University Melvin and Bren Simon Cancer Center has really gone the extra mile for [ME/MY FAMILY MEMBER] and other patients. Since 2005, Dr. Rafat Abonour and several members of the IU myeloma research and treatment team have run and cycled from Indianapolis to various cities in Indiana—an annual event we call “Miles for Myeloma.” This year, the cyclists will travel from Niles, Michigan, through the Indiana towns of South Bend, LaPorte, Monticello to Indianapolis—covering more than 225 miles in just two days. The goal is to raise awareness about myeloma and generate funding for research. This research is focused on the development of new treatments and is incredibly important to my family and me.

In just eight years, Miles for Myeloma has raised more than $2 million for multiple myeloma research conducted at the IU Simon Cancer Center. I am pleased to report that the IU team has wisely invested previous gifts to Miles for Myeloma. Already, preliminary research funded by Miles for Myeloma has attracted more than $3 million in additional research funding from outside organizations. Several new clinical trials are underway at IU exploring unique drugs to treat patients with myeloma. Since myeloma is incurable, research is our hope for the future.

Please consider making a charitable contribution to Miles for Myeloma this year. There are two ways you can make your tax-deductible donation:

- To send a check, please make your gift payable to IUF/Myeloma Research Fund and return it using the enclosed gift envelope.

- To give online, please go to www.cancer.iu.edu/m4m and click on the “Give Now” button located on the right side of the home page.

If you have any questions, please feel free to contact me at [XXX] or contact Amber Kleopfer Senseny, our IU Simon Cancer Center liaison, at akleopf@iupui.edu or 317-278-4510.

Thank you for considering this. Although myeloma is rare, about 20,000 Americans are diagnosed each year, and more than 11,000 die of the disease annually. As my family now knows, rare diseases are just as devastating as common ones. If you choose to make a gift, cancer patients like me will ultimately benefit from your generosity!

Sincerely,

[PATIENT OR FAMILY MEMBER NAME]

P.S. – Please know that we realize these are difficult economic times for many of us. No gift is too small, and all gifts are appreciated. Thank you!