



2020 BIGathon
Benefitting Big Brothers Big Sisters of Jefferson City

Dear Big,

There is no doubt that 2020 has been and continues to be a challenging year. We are especially grateful for you and all you have done and still do to help support your Little Brother or Little Sister.

This year has proven extremely challenging for Big Brothers Big Sisters of Jefferson City financially. BBBS of JC relies heavily on fundraising to operate. This year we have only been able to hold one of our scheduled fundraisers due to Covid-19. We have made the difficult decision to cancel our fall fundraising events which brings me to this letter.

In lieu of fundraising events, we had to think of another way to fill the large void left by cancelling events. We will be holding a *BIGathon* instead. We ask you to please consider participating and helping us raise our needed financial resources. The *BIGathon* is simple. We will provide you with a letter/script to send (via email, mail, verbally) to five or more of your friends asking them to make a donation to Big Brothers Big Sisters of Jefferson City.

The letter will include a link directing donors to the Big Brothers Big Sisters of Jefferson City website to make their donation. We are suggesting that you ask your potential donor for a donation of \$10.00-\$25.00 or more on your behalf. If we have participation from all our Bigs this will significantly help reduce the shortfall experienced from cancelling fundraising events due to COVID-19.

We do hope that you will get behind this important fundraiser in support of our Littles!

