

Pioneers Foundation
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Dear Fellow Pioneer,

The terrorist attacks of September 11th will live on in the hearts of Americans as one of the darkest moments in our history.

Because of the scope of this tragedy, we at the Pioneers Foundation had decided to cancel our annual fund-raiser. But then we heard President Bush tell our nation that the time for mourning and reflection had passed and that we needed to look to the future.

Though we had reservations about going ahead with our plans, we thought we should take President Bush's inspiring words to heart.

So today, I would like to tell you how you can show your patriotism...and help America's schoolchildren meet the challenges of an unsure tomorrow.

It all starts with the Pioneers Foundation – a permanent charitable institution whose mission is to supplement Pioneer efforts in areas where money as well as volunteer labor is needed to impact society's needs.

If you don't know much about the Foundation, here are a few quick facts: we're celebrating our 5th anniversary...are growing by leaps and bounds...have given out 72 awards worth almost \$350,000. And when a Pioneer makes a donation to us, it is used to fund activities in his or her region.

As you read this, we have launched an ambitious fund-raiser to support important programs like Project Teacher Help...Project Computer Help...Pioneers Personalized Reader Program...our famous Playground Maps...Unique Junior Achievement Programs...Computers for Schools...and other vital initiatives.

**All these programs will give our children the resources
and help them need to bravely meet an uncertain future.**

As a way of thanking you for being a Pioneer, we'd like to present you with the enclosed set of personalized address labels. Use them on your correspondence to your friends and family to let them know all that you've done for our schoolchildren

While the labels are our gift to you for all that you do, we're hoping that they will encourage you to make a tax-deductible donation to the Pioneers Foundation.

Would you please consider donating your recent IRS rebate to help support our important programs? It would truly help more than you imagine.

**Your gift will be placed in an endowment fund, so the interest it earns will help
children in your region for decades to come.**

And if your employer has a matching gift program, your donation will make twice
the impact!

If you'd like to give in another way, you also have the options of using a credit
card or making multiyear donations.

You hold within your hands a way to help our country and schoolchildren move from a dark present into a brighter future...a way to give youngsters a sense of self-esteem and security...a way to spread tolerance and understanding in the face of ignorance...a way to give our children the chance to dream.

Thank you for your support and God Bless America!

Yours in Pioneering,

Don MacKenzie

President

Pioneers Foundation

P.S. If you are interested in receiving information on the Foundation's Estate Planning Program, please check the box on the return document.

FORM: Yes, I want to usher in a brighter tomorrow for the schoolchildren of America by donating to the Pioneers Foundation.

TEASER: America's schoolchildren need your help after the events of September 11th!