

Dear «Name»,

During this unprecedented time, we realize that everyone is pivoting and is affected in a variety of ways. We are hesitant to send this donation request but believe this **Reconnect 2020** fundraising endeavour may be a good opportunity for your company to get some added exposure with a captive, focused BC audience. (This email may have been sent to more than one person in your office.)

Thank you for reading further, we sincerely appreciate it. Sending you the very best. Stay well.

I'm writing on behalf of the BC Hospitality Foundation (BCHF) to ask if you would be willing to contribute to our upcoming silent auction: **Reconnect 2020**, organized by the Harbour Convention Centre (False Creek)

We understand that everyone in the hospitality and tourism industry has been impacted by the COVID-19 pandemic, and that you may not be in a position to donate right now. That's OK! Our charity's 2020 fundraising plans changed drastically due to the pandemic – we've had to cancel all our in-person events for the year – but like everyone else we're doing what we can to survive this challenge so we can continue operating in the future.

For the past 3 years we benefited from an online lottery called Hotels to Help (licensed by the BC Lottery Commission) that raised over \$55,000, and last year we launched Wine Country to Help, which raised over \$15,000. This year we will have ONE online lottery in mid-September. We are, however, also hoping to raise funds with this **Reconnect 2020** virtual silent auction at the event later this month. This event has JUST come to us in the past week, so I do apologize for the short notice.

Here are the details of this opportunity.

Reconnect 2020

www.reconnect2020.ca

A hybrid in-person/virtual event to support BC's meeting, conference, tourism, and hospitality industries.

We expect 40 VIPs in attendance PLUS potentially 300+ people will virtually tune in. It is all about promoting hospitality and tourism in BC.

Donations can be made redeemable for 2021 dates only if they are experiential.

Please let me know if you would like the Reconnect 2020 Pitch Deck

- June 27, 2020 - 5:00 – 7:00pm
- Hosted by Harbour Convention Centre (False Creek)
- Online auction will run from noon on June 20th to 6:45 pm on June 27th; winners will be announced at the event finale
- **Deadline for silent auction items is June 17th**
- Prizes CAN include alcohol
- Prize donors will be featured
 - On Givergy website – starting June 20th
 - On main floor video wall viewed by in-person audience
 - On second-floor video studio viewed by virtual audience (potentially 300 + people)
 - In digital program guide
 - On BCHF social media

- To donate, please complete the form [here](#)

The funds raised by this venture will be used to support workers in the hospitality industry who are facing financial crisis due to an extraordinary health condition. Over the past 3 years the BCHF has granted an average of \$100,000 annually to our colleagues in need, and in 2020 we have already helped 9 individuals with a total of over \$25,000. We anticipate increased requests for assistance in the future, as the current economic crisis will doubtless deplete individuals' savings so they will be less financially resilient if they experience a serious health challenge.

Thank you for your support in the past, and for considering our current request! If you have questions, please don't hesitate to contact me at dana@danalee.biz