

December, 2009

Dear Friend of the Hull Lifesaving Museum,

We all know that hard times demand hard choices. Given that, we are more grateful than ever that you make the Hull Lifesaving Museum a priority. In making my year-end gift this year, I, too, have asked myself why I give financial support to the Hull Lifesaving Museum. Here are a few of my reasons:

- HLM's administrative costs are less than 4% of its annual budget. That means that I know that my gift is going right where it counts – directly supporting the programs I care about.
- I love the organization's zeal and ambition, creativity and complexity. After 32 years, the staff is as excited, resourceful, and inspired as ever.
- HLM is welcoming and gracious. The place and its programs make people feel good about themselves.
- HLM does what it claims to do and is what it claims to be: The organization walks its talk.
- I love the success stories of individual triumphs from the Maritime Apprentice Program and South Shore Youth (and Adult!) Rowing, and curatorial achievements in the collection and exhibits that serve us all.
- I am proud that a local organization on the South Shore can powerfully affect our home town, the city of Boston, and our whole region in ways that that *deeply and measurably change lives for the better*.
- I love that HLM asks for a lot of help, but always gives more in return.

So, why do **you** support the Hull Lifesaving Museum? Please tell us – and show us that support this season. We are very grateful for your loyal friendship, in foul winds and fair, and need your help more than ever right now. While you are making those hard choices this year end, please – choose us!

Best wishes for a healthy and joyous Holiday Season.

Warmly,

Lory Newmyer
Executive Director