

**The 2022 Penn State IFC/Panhellenic Dance Marathon**  
**Gift Card Initiative**



**{Date  
Store  
Address}**

**To Whom It May Concern: {you can change it, if you have name of manager}**

Since 1977, the Penn State IFC/Panhellenic Dance Marathon (THON) has raised more than \$178 million to help children in their fight against childhood cancer. THON, the largest student-run philanthropy in the world, is a yearlong fundraising effort by Penn State students, which culminates in a 46-hour, no sitting, no sleeping dance marathon each February. THON benefits Four Diamonds at the Penn State Health Children's Hospital in Hershey, Pennsylvania, which provides outstanding patient care while continuing to foster innovative childhood cancer research initiatives. Last year, THON raised over 10 million dollars, "For The Kids!"

As a THON volunteer, I assist in procuring in-kind donations that are necessary at all pre-THON events and throughout THON weekend for the Four Diamonds children and their families. Though THON is completely student-run, it would not be made possible without the help of several generous donors. While we are able to obtain a variety of donations, there are still many necessities that we do not receive. Thus, we reach out to the community in hopes of finding local support.

**{Store Name}** has the opportunity to help make a difference. We rely heavily on gift card donations that allow us to obtain all necessities that we cannot otherwise get donated. I am hoping you would be willing to provide THON with a gift card donation, as these contributions are of immeasurable value to THON. We would greatly appreciate any donation you are able to provide to help us keep THON a growing success. All contributions and in-kind donations are fully tax-exempt. **The Federal ID Number is 24-6000-376.**

On behalf of the more than 16,500 THON volunteers, I would like to thank you for considering our request. We sincerely value the support we have received from **{Store Name}** in the past and hope to continue working together in support of THON 2022.

If you have any questions about making a donation or about THON in general, please feel free to contact me, **{your name}**, at **{your phone number}** or **{your email}**. Again, thank you for your consideration and we hope you join us in the fight against childhood cancer.

"One day we'll dance in celebration. Until then, we dance for a cure."

For The Kids™,

**{SIGN NAME HERE}**

**{Name  
Penn State University | Class of (Year)  
Major | College  
Email | phone number}**

*THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.*