



*Let Ruth know
you care. Every
dollar you give
will be doubled!*

<Donor #>
<Title> <First Name> <Surname> <Postnom>
<Company>
<Address1>
<Address2>
<Address3>
<Suburb> <State> <Postcode>

It's not too late ... you can still help save lives.

Every dollar you give by 30 June will be matched by a generous Burnet supporter, doubling your gift's impact.

3 June 2016

<Salutation>,

I'm writing to you today with an important update.

Last month I shared with you the inspiring story of Burnet scientist Ruth Fidelis who runs our Healthy Mothers, Healthy Babies laboratory in remote Kokopo, PNG.

In my letter, I told you about my plan to raise \$220,000 for vital lab equipment that will enable Ruth to carry out tests to help save the lives of poor mothers and babies.

Since then, a generous couple has stepped forward and boldly pledged to match every dollar you give by 30 June to our *Kokopo Lab Equipment Campaign*.

This means your gift will be doubled and will have an even greater impact on scientists like Ruth and the people they serve.

<Name>, will you make the most of this opportunity with a kind gift of <ask1> by 30 June?

Like us, Ruth is heartbroken by the tragedy unfolding in her country.

Each year 1,500 mums and 5,000 newborn babies die, mostly from preventable diseases.

That is why we established a world-class laboratory in Kokopo. For the first time, mothers are being tested for infections that are harmful to them and their babies.

But Ruth faces enormous challenges in running a lab in a country stricken by poverty and disease.

And right now she desperately needs your help to continue our breakthrough research.

I can assure you that your gift will have a very tangible impact.

<Ask1> could go towards safeguarding vital blood samples from power outages and other emergencies.

A special gift of <ask2> could help purchase a Hemocue machine to better detect anaemia in pregnancy.

An extraordinary gift of <ask3> could go towards vital supplies for our GeneXpert machine. This cutting-edge device is critical to diagnose life-threatening infections.

Just imagine – a community finally being given the tools to help put a stop to the appalling level of death and disease among its mothers and babies.

Your gift, matched by our generous couple, will help turn this into a reality.

Please act today or by no later than 30 June by filling in the enclosed form and returning it to us using the reply paid envelope provided.

You can also donate online at burnet.edu.au or over the phone by calling (03) 9282 2111.

Thank you for caring, <Name>. If you wish to discuss this further with me, please call me directly on (03) 9282 2174.

Yours sincerely,



Professor Brendan Crabb AC
Director and CEO

PS. Please donate <ask 1> by 30 June to double your gift's impact and help Ruth save the lives of poor mothers and babies. Without your support, life-saving research in our Kokopo lab simply cannot continue. Thank you!



/burnetinstitute



@BurnetInstitute

DIRECTOR and CEO – Professor Brendan Crabb AC PhD
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Macfarlane Burnet Institute for Medical Research and Public Health Ltd is an accredited Australian not-for-profit, unaligned and independent organisation whose purpose is to improve the health of disadvantaged, poor or otherwise vulnerable people throughout the world. ABN 49 007 349 984



“This lab is part of my country’s future. Your donation is much more than a gift of money, it’s about giving hope and better health for generations to come.”

Ruth Fidelis, Burnet Lab Technician

Yes! I would like to give to Burnet’s Kokopo Lab Equipment Campaign!

STEP 1: My gift

-
- <Amounts here were tailored to previous donation amounts>
-
- My choice: _____

STEP 2: My payment

Cheque/money order made payable to Burnet Institute, or **Debit my credit card**

Card Type: VISA Mastercard Diners Amex

Card No.: _____ Expiry Date: _____ / _____

Cardholder’s Name: _____

Cardholder’s Signature: _____

STEP 3: My details

Personalised details appear here for correction.

Additional details (optional)

Home phone: _____

Mobile: _____

Email: _____

Date of Birth: _____

Please send me information about:

- Including a gift to Burnet Institute in my Will
- Burnet’s monthly pledge program **NOTE the will tick box...**

Gifts will be matched dollar-for-dollar up to \$50,000 until 30 June. If the campaign target is exceeded, donations will be applied to other areas of urgent need within the Healthy Mothers, Healthy Babies program.

Please send this form in the Reply Paid envelope provided. You can also call us on **(03) 9282 2111** to donate over the phone or visit **burnet.edu.au/support** to donate online. **All gifts over \$2 are tax-deductible in Australia.**

Our privacy policy is available at burnet.edu.au/policies/41 or on request by contacting info@burnet.edu.au or (03) 9282 2111. You can also contact us if you want to change any information that you have previously given us, if you want to opt out of future communications or change your privacy preferences.



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