# Sample Donor Letter wording for funding of The C.A.R.E. Channel

Dear [INSERT NAME],

It is rare that one single donation can positively impact every patient, family member and staff member daily.

The C.A.R.E. Channel does that and more, by broadcasting hospital wide across the TV network. C.A.R.E. stands for Continuous Ambient Relaxation Environment and is produced specifically for the healthcare setting. Comforting the entire care facility’s population over a full 24-hour cycle.

The 24-hour format includes unique daytime nature videos featuring peaceful scenes, soothing landscapes, panoramas, and vistas that distract, delight, and engage the viewer. Late in the evening it transitions to a moving nighttime starscape that enhances and promotes sleep, helping us to create and maintain a healing environment, while supporting the patient’s circadian rhythm.

Cost breakdowns:

|  |  |
| --- | --- |
| One-time equipment donation for hospital wide broadcast | $ |
| Ongoing annual licensing fees annually for entire hospital | $ |
| Licensing cost breaks down to $ per day for the entire hospital. | $ |
| Which is $ per day per bed. | $ |

All supporting materials are provided to patients and families with information and direction on how to view the channel and a donor statement:

The C.A.R.E. Channel is made possible by ongoing, generous donations from “donor name/organization”; improving the health of people and the communities we serve.

Available in more than 1,000 healthcare facilities in the U.S. and abroad, The C.A.R.E. Channel brings a healing environment to the patient bedside, waiting areas, and public spaces in acute care hospitals, residential care facilities, hospice/palliative care units, cancer centers, children’s hospitals, and rehabilitation centers.

Please let us know if we can provide additional information. You can view a sample of The C.A.R.E. Channel at: <http://www.healinghealth.com/wp/care-channel-relaxation-programming/info/>

Thank you for your consideration,

[Insert Your Name or Email Signature]