



Serving Dignity and Respect since 1995.

[Date]

Dear [List Member],

I'm writing to tell you about a tremendous opportunity during the holidays for Boomtown Café. The Paul G. Allen Foundation has graciously offered to match all contributions to Boomtown Café—up to a total of \$20,000! We need your help to make the most of it.

With your gift to Boomtown, you can help us provide:

- Dignified, low-cost meals to homeless and low-income individuals
- Expand opportunities for low-income individuals to “dine with dignity”
- A living wage to Boomtown patrons who are part of our Work Experience Project

Given the state of our economy, Seattle's homeless and low-income populations need Boomtown Café more than ever. A recent count shows an 18% increase of the number of men, women and children living on the streets of our city.

What's so special about Boomtown? For starters, we are not a soup kitchen or an institutional cafeteria. We don't serve sermons or provide handouts. Instead, our customers are drawn to our restaurant in Pioneer Square because we give them something they can't find anywhere else—hot, healthful, low-cost meals served in an inviting setting that promotes dignity and self-respect.

Patrons flock to our café not just for our delicious and affordable meals—breakfast costs just \$1.25 and lunch \$1.75. They come because they like what Boomtown does for their self-esteem.

- Our customers choose what they want to eat from an assortment of enticing entrees.
- They pay their own way—with cash, food stamps, or 15 minutes of light work (per meal).
- They are served in a warm, welcoming restaurant that treats them like regular customers, not special cases.

For individuals on the street, dining at Boomtown gives them a chance to be responsible, respected and needed. And by interacting with other customers and café staff—or by bartering work for meals—they learn valuable coping and job skills.

The concept must be working, because, if you'll forgive the pun, business is booming at Boomtown! From last year to this one, the number of meals we serve at the café each day jumped from 300 to 400—an increase of 33%!

But while the demand for our services continues to grow, so too do our financial obligations.

Please consider:

- This year Boomtown expects to lose \$46,000 in funding from King County in a county-wide rollback of support for social services.
- An average meal at Boomtown costs \$5 to prepare, yet we charge only \$1.25 and \$1.75 (breakfast and lunch respectively).
- Sixty percent of our customers purchase meals with bartered labor, which covers even less of our costs than cash.

More than ever, Boomtown needs your support to “keep things booming.” And now there’s a way your gift can go twice as far!

Please complete the enclosed reply form and return it to us with your contribution. Remember, if you act now, the Paul G. Allen foundation will match your gift of \$50, \$100, \$200—or whatever you can afford. Whatever the amount, your gift will be deeply appreciated by the customers of Boomtown Café.

Thank you in advance for your generous support. I know I can count on you to help us make the most of this fantastic opportunity.

All of us at Boomtown Café wish you the very best for the holidays.

Warmly,

Robert Kubiniec
Executive Director

P.S. This holiday season, you can do twice as much good for Seattle’s homeless community, by giving to Boomtown Cafe. Please help us take full advantage of the \$20,000 matching grant from the Paul G. Allen Foundation by mailing in your reply card to us today along with your gift.

P.P.S. Triple your impact! Check with your company to see if they will match your gift.