

"I had worked through intensive healing after my abortion, and am now happily married with a beautiful daughter. But abortion is something that always stays with you, and there are times when pain comes flooding back to me ...

"At these times, your materials have helped me so much. They remind me that I am not alone and that I am ok. Thank you so much. You are angels sent from heaven." - Rose

January 26, 2009

Dear Friend,

My prayers go out to you and your family if you are one of those who have been hurt by the unending flurry of bad economic news.

Sadly, I'm obligated to share our own bad news with you.

As you know, since I founded the Elliot Institute twenty years ago, we have been on the forefront of awakening our nation (and the world) to the reality of unwanted and unsafe abortions. In fact, a poll earlier this year shows that over 80% of the public now recognize that most women suffer moderate to severe psychological injuries from abortion. Only 15% think abortion benefits women.

We are clearly having an impact, much to the dismay of the abortionists who continue to deny abortion's psychological risks.

What amazes me most, however, is that we've accomplished so much with the help of just a few people like you.

For example, in the last three years our donations have come from only 576 donors! And in 2008, the \$60,400 we received in donations came from only 324 donors. That's an average of \$186 per donor! (Many of whom give on a monthly or quarterly basis.)

That's a huge average compared to most charities. But that high average also shows the high value our donors place on our efforts.

By comparison, most pro-life groups on the national stage have donor lists measured in the tens of thousands. Yet despite their greater resources, even their combined efforts in regard to post-abortion research, education, and advocacy pale in comparison to our twenty-year record.

No one is doing what we are doing. And we owe all of these successes to the grace of God and people like you.

But here's the bad news. . . .

. . . without your support, we won't be here in 2010.

As you can see in the enclosed accounting table, our income in 2008 is **less than half** of what it was in 2006.

Although we ended up cutting projects to keep costs down, we ran a deficit of \$44,348. At this rate, our remaining cash reserves of \$40,760 will be completely exhausted by next October.

Without your renewed support we will have to close our doors.

I know you will continue to support us with both prayers and donations. But may I also ask you to share this letter and our enclosed 20 Year Report with a family member, friend, or co-worker?

Would you please find someone who shares your commitment to protecting women, men, and their children from the ravages of abortion, and ask them to be your matching gift partner?

To support this year's efforts, we need 5 patrons who can donate \$5000 or more, 20 sustaining partners who can donate \$100 per month, 50 sustaining partners who can donate \$50 per month, and 100 sustaining partners who can donate an average of \$30 per month.

Plus, we need 100 supporting partners making one-time donations that are not just generous . . . but actually painful. (It is the contributions that pinch tightest that God most richly blesses.)

As an institution, we are small. But our work is unique. As one of our partners, your contribution may seem small in the eyes of the world, but they make a huge difference to us, and people like Rose.

You are making a difference. Whether your contribution is big or small . . . once a year, every month . . . or on any schedule you choose . . . your partnership in this effort makes it all happen.

This is your chance to be part of our important work in 2009. If our efforts over the last 20 years prove anything, I pray they prove we are worthy of your trust, your prayers, and your support.

Sincerely yours for Life in Christ,

David C. Reardon, Ph.D.

P.S. - Please respond today, before you are distracted by all of your other obligations. Your help today will help us to document the truth . . . to tell the truth . . . to help women harmed or threatened by abortion . . . and to proclaim Christ's healing. Thank you for being our partner in this great ministry.