

DATE

NAME

ADDRESS

CITY, STATE, ZIP

Dear NAME:

Biomedical breakthroughs begin in the laboratory. And for more than five decades, the Salk Institute's extraordinary record of laboratory research and discovery has cemented our place as one of the world's top basic research institutions.

It's not just the convergence of brilliant minds that has produced such exceptional results. Equally important has been generous financial support for our cutting-edge science.

In recent years, with federal support steadily declining, we have been exploring different strategies for sustaining—and enhancing—the high caliber of research that is our stock-in-trade. I'm thrilled to announce that we have recently embarked on the Institute's first-ever capital campaign, the Campaign for Salk. As ambitious as the science it was conceived to advance, the campaign seeks to raise \$300 million by July 2015. As outlined in the enclosed brochure, **these critically needed funds will address our most urgent priorities and help us continue our remarkable momentum for decades to come.**

I'm writing today to ask you to join us in this historic enterprise by making as generous a gift as you can to the Salk Annual Fund. **Your support, while always essential, has never mattered more because the gifts that our friends make in this first year will set the bar for the remainder of the campaign.** Moreover, gifts to the annual fund are unrestricted, which means that your contribution will support the Institute's highest priorities.

Jonas Salk once said, "Hope lies in dreams, in imagination and in the courage of those who dare to make dreams into reality." I hope you'll dream with all of us at the Salk as we imagine a world where the power of scientific research eventually banishes cancer, Alzheimer's disease, diabetes, hunger and many other human afflictions. It is your gift today to the Campaign for Salk that will help us bring about that reality tomorrow.

Thank you for your friendship and your consideration.

Best regards,

William R. Brody, M.D., Ph.D.
Irwin Mark Jacobs Presidential Chair

P.S. On April 13, we invited the community to take part in our first 5K walk and open house. This inaugural campaign event was just the first of many outreach activities we have planned. Please make a generous gift today and plan to join us for future campaign events.