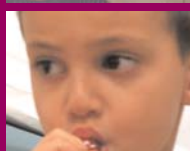


# Annual Appeal 2005

Connection ■ Commitment ■ Caring



May 15, 2005.

XXXXXXXXXXXX  
 XXXXXXXXXXXXXXX  
 XXXXXXXXXXXXXXX

Dear xxxx & xxxx,

For over 50 years, the Mary M. Gooley Hemophilia Center has flourished guided by our philosophy of caring, our commitment to excellence and our determination to treat people and families - not just diseases.

**Caring is in our Blood** has not merely been our motto, but has been our way of conducting ourselves throughout the years. To us this means:

- providing efficient, effective care to people regardless of their ability to pay
- offering support to families coping with raising children with chronic diseases
- always going 'the extra mile' for our families
- using a comprehensive care approach to treating people and enriching lives

Throughout our history, our strong commitment to care has never wavered. We believe today, as we did a half-century ago that people with bleeding and blood-related disorders deserve world-class care and the ability to enjoy the highest quality of life possible. Whether they suffer with hemophilia, von Willebrand's Disease, hemochromatosis or Gaucher's Disease -- we're there for them 24x7x365.

Each year we turn to you, our friends for your support so that we may continue to serve the needs of our patients for as long as they need our help. Every revenue source that we depend on for our funding is stretched to the limit and looking for ways to reduce their support to agencies and clinics. **Your support is essential to us and to our ability to continue offering the kind of quality, enriched services our patients deserve.**

Each and every donation to the Center is truly appreciated. Please make your gift today and try to make it as generous as you can. We can spread the payments over the rest of the year -- we also accept VISA AND Mastercard. And please consider joining our Pillars of Support Society -- a group of very special folks who pledge \$500 to our Center in a calendar year. It means so very much to us! Of course all donations are fully tax-deductible.

Thank you for your commitment and for your caring.

Sincerely,



Robert Fox  
 President/CEO



Lucinda Lapoff, Esq.  
 Board Chairman