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March 28, 2009

New Jersey Ride Against AIDS  
PO Box 127  
Bradley Beach, NJ 07720

Dear Friends;

I am writing on behalf of the Board, staff and clients of South Jersey AIDS Alliance to thank you for your most generous support.

Our agency is primarily grant driven so the lion's share of the money we receive for our programs is through government and private foundation grants.

Nevertheless, there is a considerable portion of our budget that still depends on our own fundraising activities and donations from individuals and organizations like the *New Jersey Ride Against AIDS*.

Please believe me when I tell you that this is some of the most important funding that we receive because it helps us maintain day to day continuity of operations in the face of dwindling resources on other fronts. We simply could not continue to operate without your help!

I also want to impress upon you just how important your efforts are to us and the people we serve because you choose to remain true to our cause. In these times of what seems to be near daily economic catastrophes, many people have chosen to turn their attention away from causes they have supported over time in order to meet the more immediate demands of personal crises.

Even as we understand that there are many, many people who would otherwise support us but who must now look to themselves and their families, it still remains crucially important to us and our cause to have people like you who understand just how vital it is to stay the course and remain committed to our fight. HIV/AIDS will neither go away nor take a rest because the stock market is down and neither should we.

Hotline: (800) 281 – AIDS

E-Mail: [info@sj aids.org](mailto:info@sj aids.org)

Although I have told you many times just how great I believe the NJRAA organization to be and how wonderful it is to have people like you supporting us, I don't think that I have ever really conveyed just how deeply I am personally touched by all you do.



**A United Way  
Partner Agency**

South Jersey's leader in the fight against AIDS  
[www.sj aids.org](http://www.sj aids.org)

Heroism comes in many guises and one form that is most certainly deserving of praise but is unfortunately often overlooked is the dogged adherence to a task that is laborious, tiring and often thankless and for which the only motivation to reach the end is belief in the good that the end will bring.

And so I salute each of the organizers riders and crew who: labor for months to secure the route and services along it; transport equipment, luggage, food and sound gear through the endless miles; brave the floods to find alternate routes; set out before the rest to mark the way; keep riding even though they are as bone weary as a human can ever be; stay with those who keep riding to cheer their spirits as they labor and to support them if they falter; fix the flats; drive the cars that stay behind the very last in line to ensure they remain safe and protected as they ride; scout the route and shield the riders though they (with their flags and/or motorcycles) often stand in harm's way themselves; make endless tuna and peanut butter sandwiches and, do whatever else needs to be done to make the ride a success. I have no doubt there is a place for all of you in Heaven.

Sincerely,

Keith C Egan  
President & CEO