



Dear Potential Donor,

My name is Michael George and I am a junior in the Department of Photography & Imaging at New York University. I will be spending this summer doing something a little out of the ordinary— biking across the country. I will join 30 other students pedaling from Boston to Santa Barbara (3,705 miles to be exact) in order to raise money for the affordable housing crisis. The affordable housing crisis affects 14 million Americans who pay more than 50% of their annual income on housing that is considered physically inadequate or overcrowded. Affordable housing groups like Habitat for Humanity recruit volunteers to build simple, decent, and affordable housing that is sold at no profit. Projects like these can improve the lifestyles and futures of low-income families who currently live without a viable alternative.

Starting June 18th, we will embark on a trip coordinated by Bike & Build, a non-profit organization that has already raised nearly 2.7 million dollars for affordable housing groups since it was founded in 2002. Personally, I am brimming with excitement. It has always been a dream of mine to bike across the country and this project gives me the chance to do so while pursuing my passion for community service and outreach.

During each night of our two-month journey we will stop in communities to educate locals about the affordable housing issue and raise money for the cause. There will be several days along the trip where we trade our bikes for hammers and actually help construct affordable homes for organizations like Rebuilding Together and Habitat for Humanity. These “build days” allow riders to get hands-on with the non-profits we advocate for along the way.

Now, in order for me to participate in Bike & Build, I must raise \$4,000. The proceeds raised will be used to fund young-adult driven affordable housing projects. I am writing to ask that you support my trip and Bike & Build by making a (tax-deductable!) donation to the cause. Your donation, along with my personal contribution of \$250, will have a serious impact on the affordable housing landscape throughout the country. Donations are easily made by visiting [<http://www.bikeandbuild.org/donate>] and choosing my name from the rider drop down menu. You can also mail a check by following the directions described in the enclosed brochure. If you have friends or family that you think would be interested in supporting this venture please have them visit my website [<http://www.inceptivenotions.com>] and click “Bike & Build” where they can learn about the cause and donate directly.

Starting in June you will be able to observe the effects and impact of your donation through a blog on my website at [<http://www.inceptivenotions.com/blog>]. I will continuously update it with photographs, journal entries, and other documentation of our efforts.

Preparation begins long before June. I will start training and volunteering this winter and will continue throughout the spring— putting in more than 500 miles on my bike and volunteering time to build homes with affordable housing projects in my area.

I encourage you to contact me with any questions or concerns. You can also visit Bike & Build’s website [<http://www.bikeandbuild.org>] for more information. I really hope you will consider making a donation of any size. By doing this you will help bring one of the most basic necessities of life—a home—to a family in need. Thank you for your support!

Sincerely,

Michael George