

Subject Line: Give the Gift of Learning on #GivingTuesdayNow

Dear [Name]:

HIPPY USA is proud to participate in #GivingTuesdayNow, a global day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.

HIPPY needs your support to continue our mission of giving back to the community by assisting over 15,000 families around the United States in acting as their young children's first teachers—which instills an invaluable love of learning in HIPPY kids that leads to immense educational success for years to come. In fact, HIPPY's curriculum has helped to increase parental involvement, improve school readiness and attendance, and boost standardized test scores in reading and math throughout elementary school.

Thanks to your continued support, we've been able to provide services to people like Maria Carmen Beltran of Milwaukee, Wisconsin and her three-year-old grandson, Ricardo. Maria first learned about HIPPY at an annual community block party and thought it was an amazing opportunity for Ricardo to develop a love of reading in a world where many children tend to spend more time with video games and tablets than books.

Maria was right: Since becoming a part of the HIPPY community a year ago, Ricardo has not only excelled in reading, but he is also able to identify animals, colors, and shapes. In addition, he can count and use his imagination—and he absolutely loves doing science projects!

At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone power to make a positive change in the lives of others and is a fundamental value anyone can act on. We urge you to express your generosity by donating to HIPPY during this time, so we can continue providing resources to our families that lay the foundation for a bright educational future that HIPPY kids around the country enjoy.