



# New Eve Maternity Home

*"Shelter for the Smallest of Needs"*

Lent 2018

Dear Friend of New Eve,

As you know, the penitential season of Lent started this year on St. Valentine's Day ... or, as some have written it ... St. VaLENTines's Day.

On St. Valentine's day, you see red hearts everywhere. That's because the most recognizable symbol of love is the heart. Jesus said to his disciples ...

**"For where your treasure is, there will your heart be also."**

(Luke 12:34)

Our LORD is saying: "Whatever you find truly valuable, truly important ... THAT is what you pour yourself into and give of your time, energy and resources."

Thanks to your generous heart, the lives of mothers and babies who come to live at New Eve Maternity Home have been dramatically changed for the better.

In your heart, you know that providing a loving home for moms and their babies is not a short-term proposition. It's a long-term, life-changing, and soul-nurturing process that provides shelter 24 hours a day, 7 days a week, 365 days a year!

**We can't provide this care, this shelter, this loving environment ...  
without "donor-angels" ... like YOU!**

YOU make all this possible by means of your volunteer time, your prayers and your financial support.

The New Eve house is truly a **home** because people like you care enough to assist pregnant women facing homelessness, allowing them to stay in a safe, warm environment where they can care for themselves and their babies.

**Right now New Eve has a dedicated core group of 23 monthly donors. (God bless each and every one of them!)**

In order to carry out our mission to serve homeless mothers, New Eve needs to triple the number of monthly donors so that we have regular sustainable support each month.

**This Lenten season, I am asking you to prayerfully consider joining our  
"Heavenly Hosts Monthly Donor Program."**

The "Heavenly Hosts Monthly Donor Program" is a powerful yet simple method to secure regular, ongoing support for New Eve Maternity Home operations. Having a monthly donor program in place allows New Eve to spend less time on fundraising and more time caring for moms and babies.

*(Please turn page)*

In addition, the “Heavenly Hosts” program gives us peace of mind knowing that donations will come in each month, making it possible to budget more confidently knowing we have our basic expenses covered.

Another positive result of the “Heavenly Hosts Monthly Donor Program” is that it **simplifies the donation process for you** ... no writing checks, no searching for an envelope and no stamp!

All you do is set up a recurring donation via credit card each month and then you can feel good knowing that your automatic financial support is working **seamlessly** to care for moms and babies ... 24 hours a day, 7 days a week, 365 days a year. Best of all, this monthly donor program will generate one, itemized annual giving statement for you at tax time.

“Heavenly Hosts Monthly Donor Program” is easy, efficient and cost-effective. **It’s a WIN for New Eve, a WIN for donors like you and a WIN for the moms and babies** who benefit from the care and shelter they receive.

**I am very happy to let you know that this Lent we have a donor who is willing to make a challenge gift.**

**Until April 15, for every NEW monthly donor gift to New Eve, our challenge donor will release 10 times that initial amount in matching funds (up to \$5,000)!**

**Every NEW \$10 a month recurring donation ... will release \$100 in matching funds.**

**Every NEW \$25 a month recurring donation ... will release \$250 in matching funds.**

**Every NEW \$50 a month recurring donation ... will release \$500 in matching funds.**

**Every NEW \$100 a month recurring donation ... will release \$1,000 in matching funds.**

**Can’t make a monthly donation? No worries! Your one-time donation will be doubled!**

Would you please consider joining our “Heavenly Host Monthly Donor Program” TODAY?

The needs are real and we can only pray and trust that the LORD will move hearts like yours to support our good work during this Lenten season.

Please fill out the enclosed reply and return to New Eve at your earliest convenience.

Thank you and God bless you!



Cabell Angle  
President, Board of Directors, New Eve Maternity Home

**P.S. The challenge fund ends on April 15 so please help us take advantage of the extremely generous offer!**

**This is an incredible opportunity for the long-term sustainability of New Eve Maternity Home operations!**

**If you are unable to commit to a monthly donation at this time, New Eve gratefully accepts whatever one-time donation amount you are able to give. That gift – no matter the size – will be doubled! Thank you!**