



"GIMME FIVE" -- What Is It? Nothing More, or Less, Than A Simple Plan to Help Ensure The Future of Mooseheart and Moosehaven

Five cents -- set aside from the change you pour into your pocket or purse in the morning. **Five more cents** -- set aside from the change you empty from your pocket or purse in the evening. Just that: a nickel in the morning, a nickel in the evening, set aside and sent to Moose Charities, for the kids of Mooseheart and the seniors of Moosehaven.

That's the new "GIMME FIVE" program -- it's really nothing more than that.

But it's also nothing less than this: If anything close to the entire membership of the Loyal Order of Moose and Women of the Moose were to do just that much . . . every day . . . for five years . . . it could ensure the financial future of Mooseheart Child City & School in Illinois, and of our Moosehaven retirement community in Florida -- without having to keep coming to Moose members every year to ask for more.

How can this be? Remember the wisdom of our Enrollment Ritual: "A burden heavy to one is borne lightly by many." Then, do the math:

We honestly believe that very, very few of our nearly 1.3 million Moose men and women would find it a hardship to set aside a nickel in the morning, and a nickel at night, for Mooseheart and Moosehaven.

But let's be conservative and say that only 1 million can or will do so. For each of those caring members, then:

Five cents in the morning, five cents in the evening is ten cents a day -- or **\$36.50 a year**.

That amount multiplied by 1 million members . . . is **\$36.5 million per year**.

After five years, by the end of 2012, that could be **\$182.5 million** --before accumulating investment interest is added in.

All from five cents in the morning, and five cents in the evening.

It's that simple -- but participating in "Gimme Five" can be even simpler: Instead of trying to remember to physically set aside a nickel in the morning and a nickel in the evening from now through 2012, you can...

-- Mail Moose Charities a check for your annual "Gimme Five" contribution of **\$36.50**, or all five years at once for **\$182.50**, to Moose Charities, 155 S. International Dr., Mooseheart, IL 605391100. (Any questions, please phone Moose Charities at 630-966-2200.)

-- Make a secure online Gimme Five donation at <http://www.moosecharities.org/Donate.asp>

-- Visit the Gimme Five Direct-Debit Plan webpage at <http://www.moosecharities.org/pdf/Gimme5.pdf>

As you do, know that all contributions to the Gimme Five Program are KEPT SEPARATE from any other donations -- ensuring that they are not used for any other purpose.

And because Moose Charities is registered with the Internal Revenue Service as a 501(c)3 charity, YOUR ENTIRE CONTRIBUTION IS 100% TAX-DEDUCTIBLE.

If EVERY Moose participates in the Gimme Five program, we can reach a goal for which our fraternity has struggled for more than 90 years -- financial security for Mooseheart and Moosehaven. We have expressed our pride in these two great Moose humanitarian creations for decades -- and our members have told us, loudly and clearly, that they want to keep these two campuses healthy and operating well into the future.

Well, the GIMME FIVE program can make that happen -- but only if we ALL participate!

Let's make it happen -- together!

Sincere fraternal regards,

MOOSE INTERNATIONAL **William B. Airey**, Director General
Leonard J. Solfa Jr., Chief Operating Officer