



**Sometimes life turns on a moment.
This could be your moment.**

Dear <Greeting>,

As the holidays approach and we here at the main office rebuild from the ashes of the July fire, we need you now more than ever. You see, the stories of hurting Idaho kids just keep on coming — and we must be there to help every one of them ...

I can't tell you all of Maddy's story. But I will share what I can.

It's a story of tragedy and hope. A story of setbacks and dreams. All of which turn on a single, haunting moment. But the most important thing for Maddy now is this very moment. Because you are needed to help Maddy give her story a happy ending.

Without your help, Maddy will carry her childhood trauma forever.

You see, when Maddy was a small girl, she felt unsafe. She was endlessly alone and afraid. But the worst thing was *the closet*. Little Maddy was once locked inside that dark, cramped closet for 4 hours straight.

Can you imagine how scared Maddy felt?

The ordeal haunts her even now. It's led to so many setbacks. And it's why I'm writing to you today. Maddy needs you — in this very moment — so she can move past her trauma and reach her dreams.

But before I tell you more about Maddy, I want to let you know that today you hold twice as much power in your hands. **This holiday season, the gift of your caring donation will be DOUBLED by matching funds.**

Every dollar you give will become \$2 for Idaho kids!

<Greeting>, to help Idaho kids like Maddy, I am asking for your support once again. Your special year-end gift today of <\$ASK1> will turn into <\$ASK1x2> if you give right away. I'm hoping you'll come through again for Idaho's most vulnerable youth and their families.

Your impact will be far-reaching. You'll transform the pain and despair of childhood trauma into hope, healing, and resilience ...

Turn over to keep reading ↗

When she was a toddler, Maddy was taken away from her parents. Social services placed her with a family. But at 5, Maddy lost her new mom to cancer. It was like being orphaned all over again.

Then her bio grandparents defied a restraining order, snatched her up, and took her to live with a certain aunt and uncle . . .

“Shh! Don’t tell anyone,” they warned Maddy as they moved her to yet another new place. “It’s a secret. You have to keep quiet.”

Even at 5 years old, Maddy understood this was no fun secret. This was a scary secret. Something was *wrong*.

But you can help make things right, for Maddy and others like her. Today your compassion will multiply. Here’s how:

- Your gift of $\langle \$ASK1 \rangle$ will be doubled to $\langle \$ASK1x2 \rangle$ by matching funds to make a real and immediate difference for a hurting Idaho kid.
- If you can give $\langle \$ASK2 \rangle$, that's $\langle \$ASK2x2 \rangle$ to provide proven therapies to help young people transform depression, anxiety, loss, and hopelessness into strength and resilience.
- And your gift of $\langle \$ASK3 \rangle = \langle \$ASK3x2 \rangle$!!

It works for any amount up to $[\$AMOUNT]$. The deadline is December 31st so please give today.

Your compassion can be the catalyst for a cascade of miracles. Your generosity can empower hurting kids to heal themselves and to help others. We so desperately need more dreams made true for the Maddys of the world ...

A week after moving Maddy to another new place, her aunt and uncle locked Maddy in the closet.

← I just want to give little Maddy a big hug and make all this go away!

For 4 hours.

Maddy could hear the police stomping through her aunt and uncle’s house. She could hear loud voices getting closer, then farther away. She trembled, waiting — trapped and terrified.

Maddy knew she’d be punished if she made a peep. Her aunt and uncle had told her so. They’d stood over her, glared down at her, and shouted at her — so loudly it had made Maddy tremble. So now she didn’t dare make a sound.



Continued . . .

“One day I’m not gonna live like this anymore!” Maddy promised herself, silently.

There had to be a better way. Maddy would find it. Somehow.

That’s where you come in. You can be Maddy’s better way. In this moment, with your gift, you can help Maddy drop the terrible burden of her childhood trauma and leave it behind her forever.

Years later, at 16, Maddy found herself in Equine therapy at Idaho Youth Ranch, while she was living in a group home for girls in foster care. Her childhood trauma still haunted her.

She was, understandably, very withdrawn, confrontational, and angry. She communicated with others the only way she ever knew—by yelling, bullying, and threatening.

This next part will warm your heart!

→ Maddy’s therapist, Samantha, was hoping for a breakthrough. So she challenged Maddy to lead all the other girls from the group home.

“I want you to run the therapy today, Maddy,” Samantha said. “Create an activity. I’m putting you in charge of everything. You’ve got this. I know you can do it.”

In no time, Maddy was in over her head. She felt panic stirring in the pit of her stomach . . . and then she was yelling at the other girls in the group.

But what really changed things was when the horses got spooked. All the girls were loud. Yet it was Maddy’s booming voice that disturbed the sensitive animals.

And that’s when it hit her. She saw herself in the horses. Their fear made Maddy remember how she felt when she was small and afraid. Suddenly she understood. It was her behavior that was troubling to the horses. This was the insight she needed to begin to grow and change.

“Shh!” she called out.

The other girls looked at the horses — looked at Maddy— and nodded.

Maddy’s expression changed. She appeared confident, not angry. And when she spoke, her voice was no longer sharp but warm. She voiced what all the girls understood: **“We have to be quiet ... For the horses.”**

This was it. The first breakthrough. The beginning of transformation.

Over, please →

If you're anything like me, you live for these moments. Moments that can change you for good, forever.

You see, it was in this moment — Maddy's focusing on the horses' needs, not on her own needs — on helping, not hurting — that she got a glimpse from a healthy perspective. You make miraculous moments like this happen at Idaho Youth Ranch.

But these moments are always just the beginning. The little girl inside of Maddy is still locked in that closet.

She needs your help to continue her journey of transformation — and to forever let go of the pain of her past in order to embrace a far better future.

So please rush your gift right now. You'll help Maddy stay on the path of healing. She's been trapped in her pain for too long. You can set her free.

Thank you for all that you do!

In support of Idaho's most vulnerable youth,



Scott Curtis, LMSW
CEO

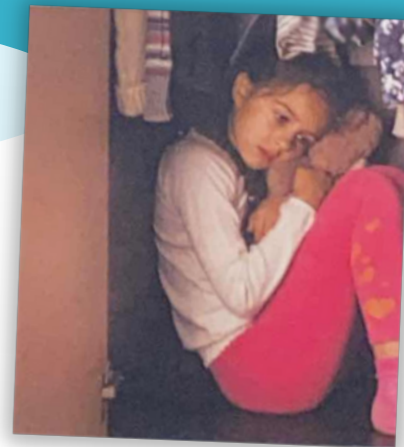
P.S. Remember, matching funds will **DOUBLE** your donation, up until December 31, 2022. Your kind and generous heart will give Maddy and kids like her from across Idaho the help they need in this moment to heal.

P.P.S. The holidays should be a time of love and light. **Will you please share a little of that joy with Idaho kids who are hurting and alone** — who feel as desperate as Maddy did when she was locked in that dark closet for 4 hours? Your big heart can lift up an Idaho kid when they need it most!

** This can be your moment to give a very sad story a very happy ending. Please make your gift today. There's no better gift you'll give this holiday season!*

A part of Maddy is still trapped in that closet. You can set her free.

**A Special Gift from
<Name>
to Idaho's kids!**



- Yes, making sure kids like Maddy who are survivors of childhood trauma get the help they need is an important part of who I am.
- Yes, I am passionate about helping transform the pain and despair of childhood trauma into hope, healing, and resilience.

My heartfelt gift for Idaho kids doubled with matching funds:

- <\$ASK1> becomes <\$ASK1x2> <\$ASK2> becomes <\$ASK2x2> <\$ASK3> becomes <\$ASK3x2>
- My choice of \$_____ which will become twice as much so that kids from every corner of Idaho can get the help they need.

You can rush your gift to make it work even faster by giving online at **YOUTH RANCH.ORG**

Let's not lose touch! Please make any corrections to your information.

<Formal Greeting>
<Mailing Address>
<Mailing City>, <State> <Zip>

How I will make my gift: *Deadline: December 31*

- Check enclosed (payable to Idaho Youth Ranch)
- Charge my Debit/Credit Card: \$ _____ Visa MC Discover AMEX
Card # _____
Expiration Date _____ CID _____
Signature _____

This gift is: in honor of in memory of _____

Please Send a Notification of My Gift To:

Name _____
Address _____
City _____ State _____ Zip _____

<donor ID/appeal code>

I would like information about including the Idaho Youth Ranch in my will or estate plans.





Healing & Hope
for our Kids

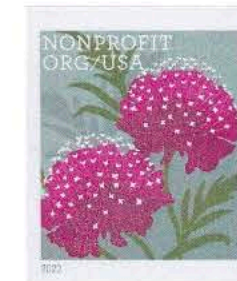
***Without your help, Maddy will carry
childhood trauma forever.***

The holidays should be a time of love and light. Will you please share
a little of that love and light with kids who are hurting and alone?

<Formal Greeting>

<Mailing Address>

<Mailing City>, <State> <Zip>



**Your gift before
December 31, 2022 will be doubled!**

Make your donation go further by providing your own stamp -- thanks! →

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**Yes, I want to help
Idaho kids heal!**

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