



**An invitation to contribute financially to the observance of
International Overdose Awareness Day on August 31, 2023.**

Subject line: International Overdose Awareness Day: Your Support

Dear [name of recipient],

Every August 31, communities around the world come together to remember without shame those lost to overdose, acknowledge the grief of loved ones left behind, reduce the stigma of drug-related deaths, and try to find ways to lessen the incidence and impacts of overdose.

As we approach the 23rd International Overdose Awareness Day (IOAD) this year, the impact of COVID-19 on our health systems and the heightened risk this creates for vulnerable people mean this issue has only become more urgent.

Many hundreds of thousands of people around the world lose their lives to overdose each year. [Nearly 110,000 Americans lost their lives to overdose in 2022, an increase of roughly four per cent from 2021 and the second consecutive year of more than 100,000 overdose deaths]. An estimated [insert number of deaths from specific jurisdiction] of all deaths in 2021 were in [insert jurisdiction name, e.g., 'West Virginia'].

They were our children, parents, siblings, partners, neighbours, colleagues, and friends.

This year we will be doing our part to raise awareness in [West Virginia] by hosting [insert details of event].

As part of this event, we will [insert the initiative or project you'd like funded, e.g., be distributing IOAD-branded t-shirts to attendees at our event. A copy of our proposed artwork is attached].

We are seeking community-minded sponsors to help us [provide these t-shirts] as a means of sharing the IOAD message. We humbly ask if you will contribute [insert amount] to cover our production costs.

If you would like to see your logo incorporated into [our t-shirt design], we would be proud to do so.

We encourage you also to spread the word of IOAD with your networks, and we invite you to join us at our event in August to mark this important date.

I would welcome the opportunity to talk to you about this idea. Please reach me by phone or email at your convenience.

Thank you for your time and consideration.

Yours sincerely,

[Your Name]

[Insert Your Contact Details]



International Overdose
Awareness Day



PENINGTON
INSTITUTE

International Overdose

Awareness Day is an initiative of the public health not-for-profit organization Penington Institute, based in Melbourne, Australia (penington.org.au) – email: info@overdoseday.com; please find more information about the overdose crisis at overdoseday.com.