



**American
Red Cross**

Upstate South
Carolina
P. O. Box 9035
Greenville, SC 29604
Tel: (864) 271-8222
www.redcross.org

October 19, 2015

John R. Soapes
President and General Manager
WYFF 4
505 Rutherford Street
Greenville, SC 29609

Dear John:

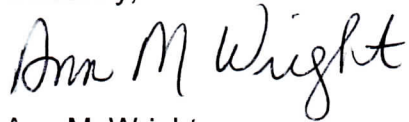
There really aren't enough words to express our sincere appreciation for the telethon you and your team conducted on October 7, 2015 to help with the floods. The flood waters were still rising in the lower part of the state, and you knew that we would need financial support to help our residents in harms' way. Thanks to you and the team at WYFF, we raised \$830,519! This includes several corporate gifts as well as an individual donor who gave \$100,000. Even after being on the air for 16 hours, the twelve phones that we had available would not stop ringing! Our volunteers stayed an extra hour answering phones until we all gave out. Then you were kind enough to continue to give your viewers an opportunity to give if they could not get through during the telethon. We received a huge spike in our online donations during your airtime and the day after totaling over \$85,000!!!

The power of your television reach and the mission of the Red Cross to provide immediate, emergency relief resulted in the most successful telethon in our area in recent years. In fact, we have now worked with you and WYFF since Hurricane Hugo, 25 years ago to hold eight telethons and raise \$3,325,073. That is truly amazing.

Your willingness to do these telethons means that thousands of people received a hot meal, something to drink, a clean-up kit or a comfort kit filled with hygiene items and toys for children. They were met with a Red Cross mental health worker who helped them sort through their emotions and fears. They were met with a place to stay and someone who cared what happened next; all this and so much more because WYFF was willing to take the time and effort to tell the story and convey the best way to help.

Thanks again for being there for so many. The American Red Cross is about **your** friends, neighbors and family members, working to make things better when disasters strike. Your contribution is truly a gift to everyone in our community. Thank you for your support of the lifesaving work of the American Red Cross.

Sincerely,

A handwritten signature in black ink that reads "Ann M. Wright". The signature is written in a cursive style with a large, stylized "A" and "W".

Ann M. Wright
Executive Director Upstate SC
COO Palmetto SC Region

The WYFF 4-American Red Cross cumulative total is:

Hurricane Hugo (1989)	350,000
September 11 (2001)	375,000
S. Asia Tsunami (2004)	555,000
Hurricane Katrina (2005)	645,000
Haiti Earthquake (2010)	291,000
US Tornado Outbreak (2011)	124,723
Oklahoma Tornadoes (2013)	153,375

PRIOR TOTAL	\$2,494,554
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2015 Floods	<u>830,519</u>
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NEW TELETHON TOTAL	<u><u>\$3,324,617</u></u>
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