



Choose. Give. Matter.

### **Support LVR through United Way's ROC the Day!**

You can make a difference in your community – and in the lives of adult literacy learners at Literacy Volunteers of Rochester (LVR).

**ROC the Day** is a 24-hour online donation campaign sponsored by the United Way of Greater Rochester. It is one day only – December 8, 2011 – and all donations to LVR will support its learners and programs.

**SPECIAL NOTE:** *Any ROC the Day gifts to LVR from either a brand new donor or a current donor who increases their LVR contribution over dollars contributed July 1, 2010 to June 30, 2011 will be matched dollar for dollar up to \$15,000. This doubles the value of your donation!*

**We appreciate your ongoing support of LVR – and we encourage you to share this message with friends, family members, and colleagues who are interested in creating a more literate community. If every person who receives this message passes it along to others who know that you care about LVR and even one person donated through ROC the Day, this would have a tremendous, positive impact on LVR's ability to serve its adult learners.**

Here's another terrific ROC the Day promotion. Every hour throughout December 8 one donor will be selected to receive an additional \$500 added to their gift for the not-for-profit of their choice.

So, on **December 8**, go to the ROC the Day website – [www.ROCtheDay.org](http://www.ROCtheDay.org) – and donate online. It's safe, secure, and tax-deductible. You can also go directly to the LVR donation page <http://roctheday.org/agency/LiteracyVolunteersofRochester> .