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Adopt-a-Reindeer and support The Itgel Foundation

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Wed, Dec 10, 2008 at 1:34 AM

The Itgel Foundation invites you to
Adopt-A-Reindeer
and support a reindeer-herding community less fortunate across the world!



We at Itgel understand that the 2008 Holiday Season is a tough one for many families in light of the economic downturn and financial crisis. In this belt-tightening time, charitable giving may be at the top of your list of expenses to cut, but we encourage you to reconsider.

The financial crisis has affected not only American families, but families in the developing world, in many ways more dramatically. Food and fuel prices in developing countries continue to skyrocket leaving families who are at or below the extreme poverty line, such as Mongolia's Tsaatan reindeer-herding community, in a truly desperate position. The price of a bag of flour has doubled in Mongolia since January 2008, cooking oil has tripled, and meat and vegetables have become prohibitively expensive. Eating 1 meal per day is all many rural families can afford.

We in the developed world can adjust our spending by cutting back on certain goods, driving less, or forgoing some purchases. Families living on less than \$1 a day direct all their income to the basics of human survival. When that \$1 buys less and less, basic needs fail to be met: Children go hungry, elders can no longer afford medicine, and parents incur debt as they take out loans to buy food and clothing.

Itgel invites you to reach out this holiday season to a struggling family in the developing world. In exchange for a tax-deductible contribution to The Itgel Foundation of \$100 or more, we'll send you an "Adopt-A-Reindeer" kit for yourself or a loved one. The proceeds will go to support livelihood improvement efforts in the Tsaatan community that increase income and lift families out of poverty.

**Nothing says "Christmas" like reindeer, and nothing embodies
the holiday season more than generosity and the spirit of giving.**

Your Adopt-A-Reindeer kit will include a photograph of your reindeer, and a personal story about the Mongolian family who owns your reindeer. On request, we'll include a special note to your loved one that a reindeer has been adopted in their name.



How can I adopt my reindeer today?

1. Click the link below and make an online, tax-deductible donation to Itgel of \$100 or more.
2. In the comments box on the donation page, type "Adopt-A-Reindeer." If this is a gift, include the name and contact information of the person for whom you are adopting a reindeer.
3. Finally, let us know if you'd like to receive your adoption kit by mail or e mail.

Click here to Adopt-A-Reindeer!

<https://app.etapestry.com/hosted/TheItgelFoundation/OnlineGiving.html>
