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Dear _____,

After more than a decade as CEO of MPTF, I'm writing a letter I hoped I'd never have to write—one that says we *desperately* and *urgently* need your help.

Coming through the pandemic, every member of the MPTF fiduciary team has been forced to take a hard look at our financial circumstances; and right now, things don't look good.

At the 2021 Academy Awards ceremony, we received the Jean Hersholt Humanitarian Award in recognition of our 100 years of service to the industry and of our heroic support of the entertainment workforce during the pandemic. And while we have managed to “take care of our own” for over a century, our mission has never faced such dire challenges. To put it bluntly, the MPTF legacy and mission—our ability to exist—are in real jeopardy.

Since the start of the pandemic in March 2020, MPTF has incurred a staggering operating shortfall—the result of a pernicious combination of COVID-related costs for residents and staff on our campus in Woodland Hills, nursing shortages and lower occupancy rates, and lost revenues from our major events during the pandemic—all costing us over \$20 million. Tag onto that the recent drop in our investment portfolio!

Never sufficiently endowed, MPTF has always survived year to year and deficit to deficit. We are now operating in dangerous territory, rapidly depleting our cash reserves. Our ability to continue to support the thousands of industry members on our campus and in the community who depend on MPTF for food, shelter, charitable assistance, medical care, and socialization literally hangs in the balance. Without some dramatic infusion of funds, we will not be able to take care of our own much longer.

In recent years, we have received a number of exceedingly generous pledges to be paid out in the future, upon the death of the donors; but frankly—in this moment, it's pointless to finance our future if we can't survive the present.

We need your help now! As an industry leader, you can make a difference in the lives of those who worked to sustain our industry by matching my own personal giving pledge of (at least) \$20,000 per year for five years. And you can help further by introducing us to new potential donors.

MPTF | Motion Picture & Television Fund

23388 Mulholland Drive | Woodland Hills | California 91364 | 855 760 MPTF (6783) | mptf100.com

Your pledge and those of others will make the difference between MPTF's existence for the next generations and its imminent demise. I know we can solve this, because we must if MPTF is to outlast this financial crisis and continue to provide services to our community.

For further insight into the safety network of MPTF, please link to www.mptf.com. I've attached a form that explains our methods of giving, or you can click on this document to go to our donation page. Please do not hesitate to reach out to me or Courteney Bailey, our Chief Development Officer, (courteney.bailey@mptf.com or [REDACTED]). We're eager to assist you.

Gratefully yours,

A handwritten signature in black ink, consisting of the letters 'RB' followed by a long horizontal flourish.

Deadline