



December 1, 2010

Dear Colleagues,

I'm sending this end-of-the-year letter to ask that you make a tax-deductible gift to APA's Planning Foundation. Please allow me to share our stories with you.

The last couple of years have challenged all of us. As a nonprofit organization, APA is no exception. Many of you have seen your agencies or firms make painful decisions. APA has made its share while continuing our most valued services—our extensive website, *Planning* magazine, and outreach and partnership activities. The latter are now more important than ever as the federal agenda is shifting and a new administration is creating many new initiatives that rely on planning and support planning.

This is where your contribution can play a critical role in these troubled times.

- You can support our commitment to grow our pro-bono program to build on our Katrina community efforts and bring volunteer planners' expertise to communities in need.
- You can support our next generation of planners as they take the first step in their planning careers and begin their university studies during very difficult economic times.
- You can support Gulf Coast communities' continued recovery from the worst disaster in U.S. modern times and provide APA with the ability to respond effectively to our next disaster, wherever and whenever it may occur.

Your gift to the Foundation supports all of these activities and encourages others to do so as well. Donations can be made online at [www.planning.org/foundation](http://www.planning.org/foundation) or by clicking on the Foundation box on our homepage. Gifts can also be made to the Planning Foundation through a monthly direct debit.

APA's Board of Directors has pledged and made a commitment to 100 percent participation in this year's annual giving campaign. Thank you for joining your colleagues in extending planning's reach in troubled times.

Wishing you a Happy New Year,

W. Paul Farmer, FAICP  
Chief Executive Officer