

ST. BEDE THE VENERABLE

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June 19, 2008

Dear Friends,

Greetings! I am writing to ask you to support St. Bede the Venerable Catholic Church with a project that we are beginning. We are in the process of embarking on a new program that will benefit you, your business and our parish community. The Program is called HELP WORLDWIDE.

HELP WORLDWIDE has developed the first ever global loyalty program that takes advantage of the pre-existing financial rails of the major credit card companies. They have the corresponding patents and agreements with banks and credit card companies that allow them to be the sole provider of such a program.

A brief description of this program is that the merchants who sign up with HELP WORLDWIDE will agree to provide a 10% rebate to the card holding customers who do business with your company. With a swipe of a Loyalty Card, the computer program will directly return a cash rebate to the individual, the parish, the archdiocese and our worldwide church. This would go a long way to help support the schools and parishes which perform invaluable services for the larger community. "The Dish" in La Canada is already a part of the program.

In return, the businesses that sign up with HELP WORLDWIDE will receive enormous free advertising, free CRM (Customer Relationship Management), Customized Marketing Campaign Tools, and a large number of new loyal customers for their businesses. Plus, you will generate a tremendous amount of community goodwill.

Every business that signs up will receive a HELP WORLDWIDE logo. This is the logo that the loyalty customers will be looking for. HELP WORLDWIDE will issue a Catholic Loyalty card to each parishioner of St. Bede's (and to the other Catholic parishes who will be participating). Also, this organization is developing other loyalty cards like Eco-loyalty, Arts Loyalty, One Child Loyalty, Christian Loyalty, LACityVision and many others. Just to give you some numbers, St. Bede's has 1,900 registered households. Already signed up as well are our neighbors Holy Family and Incarnation parishes in Glendale. They have between them around 7,000 households. So we hope there will be thousands of our people who will be supporting this program and therefore supporting you!

Thank you for seriously considering our request. Joe Malek, a member of HELP WORLDWIDE will be visiting you in these upcoming weeks, please give him just 30 minutes of your time. He will be visiting merchants already very patronized by our parishioners. I believe we can help each other in this endeavor. God bless you.

Gratefully yours,



Rev. Msgr. James C. Gehl
Pastor