



Appalachia
SERVICE PROJECT®

4523 Bristol Highway
Johnson City, TN 37601-2937



To

Why buy ordinary gifts when you can...

give Miracles this Christmas!

Enclosed: Your 2014 ASP Holiday Gift Catalog!



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When you help recruit more angels for our work in Appalachia, you'll receive a free "Angels in Blue Jeans" t-shirt or hoodie. Thank you for helping to make the holidays bright!

October 15, 2014

Dear [Salutation]:

Maybe you've already started to think about what you'll give friends and loved ones this Christmas. Maybe a book, a sweater, a piece of jewelry...

But what if I told you that you can use the catalog I've enclosed to give a truly unexpected and memorable gift... one that can literally change lives!



Faye and one of her granddaughters, grateful for your compassion!

What if I told you that this Christmas, you can give the gift of miracles!

The catalog I've enclosed for you isn't at all like other catalogs you'll get this season – because this catalog is your chance to give a gift that will make a difference.

*Imagine giving someone you love the chance to be part of a miracle...
to be an angel to someone hoping and praying for help and comfort at this special time of year!*

58-year-old Faye is one of many in Appalachia who prayed daily for the Lord to help her face life's hardships with strength, and hope.

For years Faye had been living in a small, run-down house with no electricity or running water. Then tragedy struck, and her daughter's house burned down – and what could Faye do but open the door wide to her daughter and four grandchildren?

Can you even imagine, [Salutation]! Six people and no running water!

But just when life's trials seemed too great to bear, God sent a miracle – angels from Appalachia Service Project, not with wings but in blue jeans!

When you choose a gift from this year's ASP Holiday catalog, you'll make more miracles possible just when they're needed most! Please, will you make a Christmas gift using the enclosed catalog?

If you'd like to make a selection as a gift to a friend or loved one, just use the gift cards I enclosed to let them know that they've become an angel to someone in need!

Take a moment to look through this year's catalog, and you'll see that there are so many gifts to choose from – carpenter's squares, metal roofing, even an entire home remodel! But there are also stories that I hope will show you that your gift is about much more than home repair...

(over, please)

4523 Bristol Highway • Johnson City, TN 37601 • (866) 607-4433 Phone • (423) 854-9771 Fax • ASPHome.org

Your gift is a life-changing miracle for someone like Faye!

When ASP offered to build Faye and her family a bathroom, a little porch, and put in new flooring to replace the dangerous flooring that was rotting through, she knew her prayers had been answered. She knew God had sent his angels.

To you and me, the blessing of an indoor shower is easily taken for granted. But not for Faye, who was quick to say, "You don't know how long I've prayed for this!" I wish you could have seen the smile that lit up her face as she imagined the joy of standing under warm water!



An ASP Angel in Blue Jeans working on Faye's new floor.

She was grateful, too, that her grandchildren, living with her now since their house burned down, would be safe. To someone like Faye who has struggled her whole life... this is more than an answer to a prayer, it's a miracle!

But Christmas miracles don't just happen. Miracles like Faye's are only possible when compassionate people like you allow Christ's love to work through us... when you and I put faith into action and become his angels here on earth.

And what better time to love and serve the Lord than at Christmas!

At ASP we strive to make homes warmer, safer, and drier. That goal is of great importance to kids and families during the brutal winter months ahead. If we wait for "someone else" to act, many will suffer. So, please will you make a Christmas gift now? It may be the single most important gift you give anyone this year.

And it will fill YOU with a sense of hope and joy this Christmas season, knowing you lifted up a family in need.

This Christmas, give the gift of miracles! Spread comfort and joy during this special time of year as you select a holiday gift with the power to make miracles possible!

Wishing You a Blessed Holiday!

Walter Crouch
President & CEO

P.S. Make a selection from the enclosed order form, and your kindness will help bring the love of Christ to those facing great hardships this Christmas! Then let a friend or loved one know that this gift has been made on their behalf by sending them one of the enclosed cards.

***May the Lord's light shine upon you and yours this Christmas!
Thank you for your great kindness at this truly wonderful time of year.***

Miracles begin with our Volunteers... a.k.a.
"Angels in Blue Jeans!"

Your gift allows us to recruit more "Angels" to serve even more families in need...



Here in Appalachia, angels wear blue jeans and sneakers and spend a week, a month, or even just a weekend blessing families in need with vital home repair. One family described their ASP volunteer work crew as their "angels in blue jeans." We can't imagine a better description of these amazing people who give their time, money and hard work to help children and families throughout this poverty-stricken area!

Each year, nearly 17,000 angels arrive on the scene here in Appalachia so they can make hundreds of homes, WARMER, SAFER and DRIER for families living in desperate situations.

But with more than 60,000 homes in this area that still lack indoor plumbing, electricity or adequate heat, we need a lot more ANGELS... Your gift today will help us recruit the kind of ANGELS willing to put on their blue jeans and work a miracle with saws and ladders and the love of Jesus Christ!



Help us serve more families by deploying more volunteers. Receive your very own **Angels in Blue Jeans T-shirt FREE** with a gift of \$48.75 or an **Angels in Blue Jeans Hoodie FREE** with a gift of \$97.50 or more!

A Christmas miracle for Faye's family:
"I knew that God had sent his angels."



Fortunately, Faye is a woman of exceptional faith. Her favorite verse – Lamentations 3:25 – has given her hope, despite life's hardships and troubles: *"The Lord is good to those who hope in Him, to the one who seeks Him."*

Still, life was hard, and Faye did pray for help – especially when her daughter and grandkids moved in after their house burned down. With six of them living

cramped in a tiny, run-down house with no water and no electricity, Faye prayed and prayed...

And then her angels arrived! After a neighbor suggested she contact ASP, three ASP "angels in blue jeans" came to talk to Faye about fixing up her house – putting in plumbing, running water, a new bathroom, fixing up the floors, and even putting in a little porch with a second exit.



Faye couldn't be more delighted about the work ASP did. She said it makes her feel like *"running for a mile and praising the Lord for two!"* Faye has always helped others, no matter how little she's had, even taking in young people who have nowhere to go.

Today, your kindness has given her more reason to be hopeful... and more ability to share what she has with others. And this Christmas, you can make more miracles possible for families praying for God to send his angels!

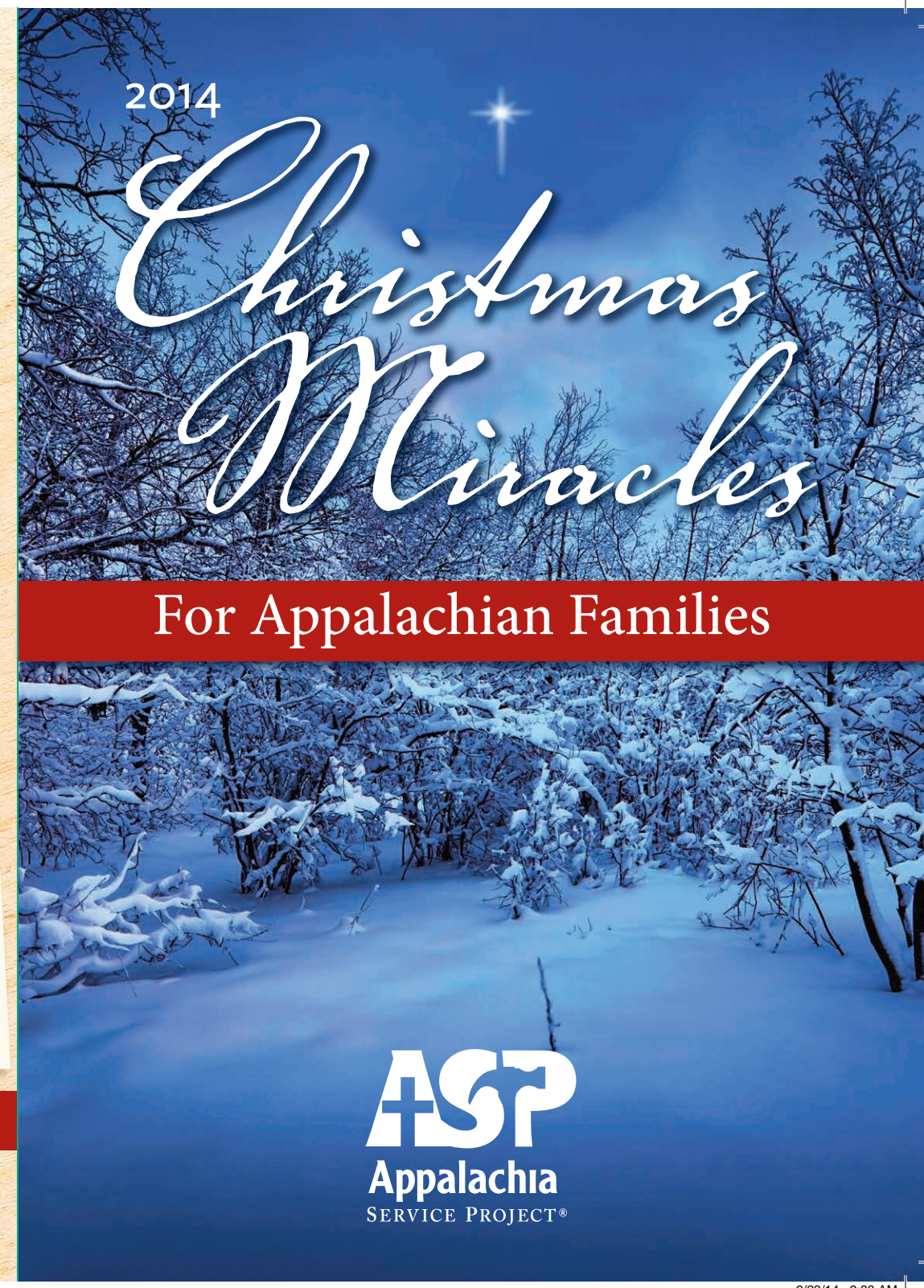
- | | |
|--------|--------------------------------------|
| Item # | |
| 22 | plumb/install toilet \$150 |
| 23 | build entire indoor bathroom \$3,000 |
| 24 | one entire home remodel \$3,850 |

Thank you for making Christmas Miracles happen...
for making homes WARMER, SAFER, and DRIER for thousands of children & families in Appalachia!

ASP
 Appalachia
 SERVICE PROJECT®
 4523 Bristol Highway
 Johnson City, TN 37601-2937

Many photos are courtesy of ASP volunteer, Sharon Rentz • www.SharonRentzPhotography.com

You may also order these gifts by calling 1.866.607.4433 or visiting ASPHome.org/Christmas today!



2014

Christmas Miracles

For Appalachian Families

ASP
 Appalachia
 SERVICE PROJECT®

TOOLS & MATERIALS

One of the best Christmas gifts you can give in a loved one's name is a tool that will get the job done right. Here are several tools and materials that our Angels need and use at nearly every home repair site.

Item # 01



Item # 02



need at least 400 of these!

Item # 03



Item # 07



CHRISTMAS WISH LIST

Item #	Item	Cost
01	Safety kits	\$12
02	Nut driver	\$2
03	Battery-powered drill	\$99
04	Tin snips	\$27
05	Carpenter's square	\$7
06	Circular saw	\$200
07	Drywall tool kit	\$50
08	Vinyl siding tool kit	\$89
09	50 ft extension cord	\$30
10	100 sq ft metal roofing	\$55
11	Synthetic underlay roll	\$56
12	25 ft measuring tape	\$6
13	Drill/saw combo	\$239
14	Miter saw	\$199

Item # 05



need 130 of these!

Item # 04



Item # 06



Item # 10



we spend \$100,000 a yr on metal roofing!

Item # 08



Item # 11



1 roll covers an average house

Item # 12



Item # 09



Item # 13



**All tools & materials
\$550**
for ONE week of home repair
on ONE home

Item # 14



to make homes ...WARMER

"I just want my kids to get up in the morning, and not be cold." - Tonya

Josh, Tonya, and their four little daughters could feel the bitter cold blowing through their double wide trailer last winter. But through the wonderful kindness of friends like you, ASP was able to give this family the gift of warmth by installing new insulation and vinyl siding – along with new flooring and a side porch so the family could have a safe second entrance.



Item # 15	insulated front door	\$180
16	insulate one room	\$225
17	replace foundation & floor in 10x12 room	\$519

...SAFER

"I'm not worried anymore." - Joe

Item # 18
build a typical deck/wheelchair ramp
\$1,800



When Joe lost both legs to diabetes, life became very difficult for him and his family. Without an accessible bathroom, his wife or kids had to lift him in and out of the tub – and Joe was fearful of being dropped. Then one day his wheelchair fell through the rotting kitchen floor, leaving him fearful of moving around the house. A new floor, an accessible shower, and a ramp out of the house to the driveway have restored Joe's confidence, safety... and freedom!

...DRIER

"We would have had to leave if we couldn't get the floors fixed." - Melinda

Water running down the hill had seeped into Melinda's house, leaving the floors soft and warped. She and her husband worried their two small children would fall right through. ASP angels came to the rescue, digging a drainage ditch to divert the water and re-doing the floors to make them safe. Melinda's daughter, 7-year-old Angel told us, *"I want to be an ASP worker when I grow up!"*

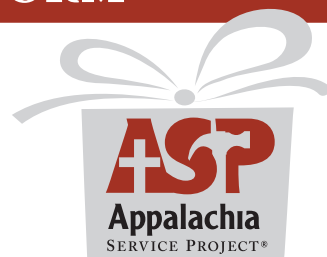
Item # 19	100 sq ft peel-stick rolled roofing	\$82
20	roof for new room	\$350
21	new 12x70 roof	\$1,000



Christmas Miracles For Appalachian Families

CHRISTMAS GIFT ORDER FORM

Mr. & Mrs. Donor Name
 1234 Main Street
 Suite 101
 City, State Zip



XXXXX14-XXX

All gifts to *Appalachia Service Project* are tax deductible.

4523 Bristol Highway • Johnson City, TN 37601-2937

SEE REVERSE SIDE TO GIVE BY CREDIT CARD AND/OR MONTHLY GIVING PLAN!

ASPHome.org/Christmas

Item #	Item Description	Qty.	Suggested Gift	Amount
ANGEL				
TS	<input type="checkbox"/> Enlist more "Angels in Blue Jeans"	_____	\$48.75	\$ _____
	<input type="checkbox"/> FREE t-shirt with each gift of \$48.75 or more: ___ <input type="checkbox"/> S ___ <input type="checkbox"/> M ___ <input type="checkbox"/> L ___ <input type="checkbox"/> XL ___ <input type="checkbox"/> XXL			
HD	<input type="checkbox"/> Enlist even more "Angels in Blue Jeans"	_____	\$97.50	\$ _____
	<input type="checkbox"/> FREE hoodie with each gift of \$97.50 or more: ___ <input type="checkbox"/> S ___ <input type="checkbox"/> M ___ <input type="checkbox"/> L ___ <input type="checkbox"/> XL ___ <input type="checkbox"/> XXL			
TOOLS & MATERIALS				
01	<input type="checkbox"/> Safety kit	_____	\$12	\$ _____
02	<input type="checkbox"/> Nut driver	_____	\$2	\$ _____
03	<input type="checkbox"/> Battery-powered drill	_____	\$99	\$ _____
04	<input type="checkbox"/> Tin snips	_____	\$27	\$ _____
05	<input type="checkbox"/> Carpenter's square	_____	\$7	\$ _____
06	<input type="checkbox"/> Battery-powered circular saw	_____	\$200	\$ _____
07	<input type="checkbox"/> Drywall tool kit	_____	\$50	\$ _____
08	<input type="checkbox"/> Vinyl siding tool kit	_____	\$89	\$ _____
09	<input type="checkbox"/> 50 ft. commercial extension cord	_____	\$30	\$ _____
10	<input type="checkbox"/> 100 sq. ft. metal tin roofing	_____	\$55	\$ _____
11	<input type="checkbox"/> Synthetic underlayment roll	_____	\$56	\$ _____
12	<input type="checkbox"/> 25 ft. PowerLoc measuring tape	_____	\$6	\$ _____
13	<input type="checkbox"/> 18v compact drill/reciprocating saw combo kit	_____	\$239	\$ _____
14	<input type="checkbox"/> Miter saw	_____	\$199	\$ _____
1H	ALL TOOLS/MATERIALS FOR 1 WEEK OF HOME REPAIR ON 1 HOME	_____	\$550	\$ _____
MATERIALS				
15	<input type="checkbox"/> One new insulated front door	_____	\$180	\$ _____
16	<input type="checkbox"/> Insulate one room	_____	\$225	\$ _____
17	<input type="checkbox"/> Replace foundation & floor in 10 x 12 room	_____	\$519	\$ _____
18	<input type="checkbox"/> New deck/wheelchair ramp	_____	\$1,800	\$ _____
19	<input type="checkbox"/> 100 sq. ft. cap sheet roofing roll	_____	\$82	\$ _____
20	<input type="checkbox"/> New roof for room addition	_____	\$350	\$ _____
21	<input type="checkbox"/> New 12 x 70 mobile home roof	_____	\$1,000	\$ _____
22	<input type="checkbox"/> Plumb/install new toilet	_____	\$150	\$ _____
23	<input type="checkbox"/> Entire new indoor bathroom	_____	\$3,000	\$ _____
24	<input type="checkbox"/> Major rehab on one home	_____	\$3,850	\$ _____
TOTAL			\$	_____

CREDIT CARD AND/OR MONTHLY GIVING PLANS

Please charge my: VISA MasterCard AMEX Discover

For a one-time gift of \$_____ using the above credit card.

Automatically give \$_____ monthly by credit card: 2nd 20th (choose one)

Card #: _____

Exp Date: ____/____/____ CCV#: _____ (last 3-6 digit code on signature strip)

Automatically give \$_____ monthly via EFT: 2nd 20th (choose one)

Checking Savings

I have enclosed a voided blank check or my first donation check from this account.

Name on card or account: _____

Daytime phone number: (____) _____ Date: _____

Signature (required): _____

By signing this form, I hereby give Appalachia Service Project (ASP) authorization to withdraw/charge the amount I have designated above, once a month. This authorization will remain in effect until I notify ASP of its termination in a manner that will afford ASP and my financial institution a reasonable opportunity to act.



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866-607-4433 • ASPHome.org

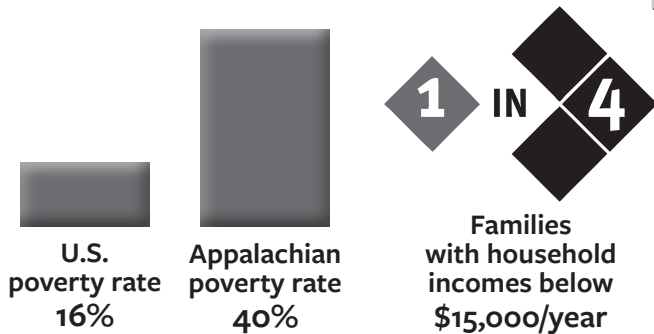
I would like to receive periodic email updates

My email address is:

You may obtain a copy of Appalachia Service Project's financial report by calling 866-607-4433, or you may download a copy online at www.ASPHome.org. Residents of the following states may request information from the offices indicated (the toll-free numbers are for use only within the respective states): **FLORIDA** 1-800-435-7352; **MARYLAND** 1-800-825-4510; **MISSISSIPPI** 1-888-236-6167; **PENNSYLVANIA** 1-800-732-0999; **VIRGINIA** 1-800-552-9963; **WEST VIRGINIA** Secretary of State, State Capitol, Charleston, WV 25305.

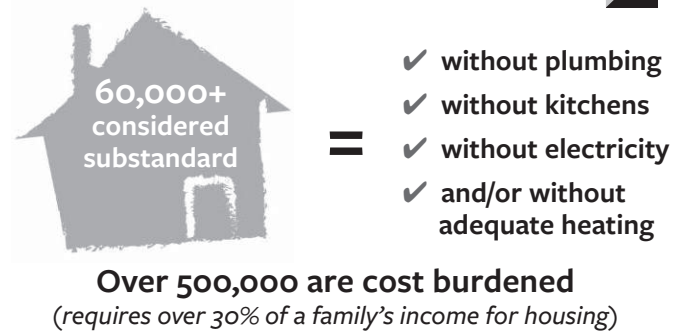
Central Appalachia

is one of the poorest areas in the nation



Housing

is a basic human need



Without decent housing, people are prone to infectious and chronic diseases, injuries, lead poisoning and poor childhood development.*

*Source: Robert Wood Johnson Foundation



Poverty is not the absence of affluence... it is the absence of hope

85%
Making homes warmer, safer & drier

ASP is about more than free labor & home repair

- ★ ASP brings more volunteers to Appalachia than all other home repair organizations combined.
- ★ Since 1969, more than 325,000 ASP volunteers have repaired nearly 16,000 homes.
- ★ The greatest impact ASP has on the families isn't on the roof or the floors, it is in the hearts of the people.
- ★ With adequate housing, a sense of dignity, pride, empowerment and hope is restored!
- ★ Children in stable housing conditions see a 4 point increase in standardized testing.*

*Source: Ohio State University study

Your charitable dollar is well spent with ASP

15%
Administrative & fundraising costs

For 45 years, Appalachia Service Project has been sharing the love of God with families in Central Appalachia by making their homes warmer, safer and drier. And because most of this repair work is done by volunteers, over 90% of all contributions go directly to help families in need.

The generous gifts of friends and supporters like you allow us to help families devastated by poverty.

a Miracle Gift

has been given in
your honor



4523 Bristol Highway
Johnson City, TN 37601-2937
ASPHome.org

to help make a family
warmer, safer & drier
this winter

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What was the best gift you ever received?

Perhaps it was something that gave you **HOPE**—something that made you **WARM**, **SAFE**—something that helped you achieve a promising **FUTURE**?

The gift that was given to Appalachia Service Project in your honor will do all this—and even more.

And because this gift was given in your name, you are now part of the amazing miracle that happens when people reach out to those in need with the compassionate love of God.

Every day, Appalachia Service Project is working to eradicate substandard housing in Appalachia and helping families be warm, safe and dry for the future.

Thank you for being part of the **MIRACLE** that happens when people join together to help our neighbors in need.

Christmas
GIFT CARD

To _____

From _____

a **MIRACLE-WORKING** gift
has been made in your honor
to Appalachia Service Project

For _____

*‘Whenever you did one of these things
to someone overlooked or ignored, that
was me – you did it to me.’
– Matthew 25:40 (The Message)*

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*Please deliver ASAP:
Christmas Gift Enclosed*

Thank you
for your
donation!



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