



Pennsylvania
Association for
Sustainable Agriculture

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Dear Friends & Supporters,

My name is Jessica Seeley and I am writing on behalf of an organization that is very dear to me. The Pennsylvania Association for Sustainable Agriculture (PASA) is a nonprofit organization working to increase the number of farms and the economic viability of existing farms in Pennsylvania. They also increase consumer awareness about locally grown food and develop a strong constituency for preserving farms, farmers, and a thriving agrarian culture. Our family has been lifetime members of this wonderful organization for many years. We have a very special event coming up and I want to invite your participation.

My husband Shon was a 4th generation dairy farmer at Milky Way Farms -- a family farm operation in Troy that includes a grass-based dairy, bottling operation, store and restaurant.

On July 23, 2012, Shon and I welcomed our daughter, Audra Seeley, to the world. Tragically, one day later, we lost Shon in a fatal car accident as he drove to visit us at the hospital. This was the very worst day of my life, after one of the best. I wondered how a life without Shon would affect our newly grown family (we also have a son, Jack, together), and what the days ahead would look like without my partner and co-parent.

Our family felt determined to find light and positivity from our deep loss. PASA is an organization that Shon has always supported and was deeply involved with. Shortly after the loss of Shon, it felt fitting to contact PASA to start a fund in Shon's name to support PASA's programs in areas held dearly by him: livestock grazing, sustainable beef & dairy production, value-added dairy processing, livestock genetic preservation, native pasture grass management & weed identification. To date, and without much promotion, the ***Shon Seeley Legacy Fund for Sustainable Farming Education*** has raised over \$25,000 in its first 10 months.

To further invigorate the Fund, we are holding a special fundraising event. The Dairy Dash is a Memorial 5K Fun Run & 1-Mile Memory Walk being held on August 31 in Mansfield, Tioga County, and we are offering you the opportunity to be a part of this very special inaugural event. As a respected community-based business, it would mean so very much to us if you would accept our invitation to join our growing list of sponsors. I have enclosed the appropriate details regarding sponsorship levels and benefits, and will be pleased to call and follow up with you about this opportunity. If you are ready to become a sponsor, please call Lauren Smith at PASA – her contact information is on the sponsorship materials.

I am beyond thankful to PASA and our Race Director Darlene Harris in organizing this event, and look forward to your participation as well.

Warmest Regards,

Jessica Seeley