



Office of the Secretary
Federal Trade Commission
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Dear Sir or Madam:

Some years ago I founded the Childhood Leukemia Foundation to help children sick with cancer. Our organization tries to help them in a number of ways, including lifting their spirits when they are undergoing treatment. As you might imagine it is very gratifying work.

Because this was a personal dream, I was not funded by corporations or large donors. Instead, I turned to raising funds through telemarketing, which has been a very effective way to reach many people to tell them about Childhood Leukemia Foundation's mission and to fund our program services. The telemarketing companies that work with us are registered and bonded where required, and voluntarily comply with the states' do-not-call lists, as well as comply with our own do-not-call list.

It has been brought to my attention that the Federal Trade Commission is proposing to amend the Telemarketing Sales Rule by creating, in part, a national do-not-call registry that would apply to nonprofits like Childhood Leukemia Foundation, but not to the larger ones which do their telemarketing in-house. I was also surprised to learn that the proposed amendments would not apply to politicians raising money by telephone for their political campaigns, nor to credit card companies and long distance service providers that sell their goods and services by telemarketing, which is inherently unfair to smaller charitable organizations like Childhood Leukemia Foundation.

I firmly believe if this change is implemented, people attempting to avoid calls from those who sell goods and services over the telephone will put themselves out of reach of our organization, thereby threatening our financial foundation. The victims will be the children because we will no longer have the resources to help them.

If you must amend the Telemarketing Sales Rule, please create an exemption for all calls made on behalf of the small charities and other nonprofits that cannot financially maintain a staff large enough to conduct in-house fundraising.

Yours very truly,


Barbara Reid
Executive Director