

October 6, 2020

Dear Valued Local Business,

2020 continues to be a year of hardship and uncertainty. With a focus on supporting the healthcare needs of women in our community *and* local businesses, The Women's Committee of the Martha Jefferson Hospital Foundation is building a new partnership with the Charlottesville Regional Chamber of Commerce with the goal of energizing our local economy and your business while encouraging our community to "shop with a purpose" at the **2020 Martha's Market**.

For over 25 years, The Women's Committee has raised funds to support women's healthcare initiatives in our community, making possible programs like free breast screening clinics, counseling programs for cancer patients and their families, and services like free wigs and scarves for women suffering the ill effects of cancer treatment. These programs depend on our annual support.

In light of the pandemic and safety requirements, The Women's Committee has been working hard to reimagine Martha's Market. Because we cannot host a large in-person shopping event, we will host our traditional **Martha's Market** as an online event on November 13-15; however, in partnership with the Chamber, we also want to create an in-person shopping experience featuring local merchants participating in Martha's Market from your own shop as part of a "**Martha's Village**" component to the weekend.

Participating local merchants will be featured on a special Martha's Market website page and included in all digital and broadcast advertising. The website will bring shoppers directly to your eCommerce site and/or will provide an address and map information to direct patrons to your store. We would love to have as many local businesses on the site as possible. Here is a link where you can learn more and apply to participate: [Click Here!](#) Note that the application deadline is fast approaching on Friday, October 23rd.

Martha Jefferson Hospital is known for its Caring Tradition. I believe this caring tradition is an extension of our community and at no time have we felt it more than right now. Local businesses have always supported The Women's Committee and the philanthropic goals of the Martha Jefferson Hospital Foundation. It is our hope that the addition of Martha's Village will be the first step in reshaping Martha's Market to a more community-centric event. We will still invite vendors from outside our area to participate, but expanding our local business presence is a TWC goal for this year and future years. Jonathan Davis, President of Sentara Martha Jefferson and 2021 Chair of the Charlottesville Regional Chamber of Commerce, is committed to our efforts to the engage local businesses in supporting economic revitalization, helping our community rebound, and making life better for local businesses and families. This is a unique opportunity for us to work together!

Thank you for your consideration and please contact me with any questions. We welcome your partnership and are excited for the future!

Best regards,

Amy Nolasco
TWC Chair
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