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**Folder Title:** Nancy Reagan: Jim Brady  
Fundraising Letter. Dec. 3, 1981

**Box:** 435

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THE WHITE HOUSE

WASHINGTON

December 21, 1981

MEMORANDUM FOR JOE CANZERI

FROM: LONDON PARVIN 

Attached is an amalgam of the draft letters. The paragraphs (5 and 6) dealing with the specific details of the fund I think would be more appropriately placed with the card explaining the fund's tax exempt status and how to contribute.

If you have any more guidance on what you need here, I will be happy to redraft.

(Parvin/AB)  
December 21, 1981

JIM BRADY FUNDRAISING LETTER

Dear \_\_\_\_\_:

After nearly eight months in the hospital, Jim Brady recently returned to his home and his family. They were months of anguish and heartache as Jim endured four operations and several frustrating setbacks. Yet they were also months of joy as this remarkable man showed us the meaning of courage and hope. His determined recovery has been an inspiration not only to my husband and me but to so many others who prayed for his well-being.

During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

Jim and Sarah's trials, however, are not yet over. The difficult business of rehabilitation continues. In the period ahead, Jim will return to the hospital five days a week for physical, occupational and speech therapy. There will be a number of extraordinary, nonreimbursable expenses arising from his injury last March at the side of my husband. In fact, the bills are already piling up.

I believe that it would be excellent therapy for both Jim and Sarah to know they need not worry about financial difficulties. As a result, a number of Jim's friends are establishing a fund to help the Bradys in the months ahead, and that is why I am writing you today.

The purpose of this new fund -- called the Stand By Fund -- is to help Federal employees who are injured during an attempt on the life of the President or the Vice President, a member of their immediate families, a major presidential candidate, or other senior U.S. Government officials.

The fund's objective is to provide financial assistance for those whose official government duties do not primarily involve protection of the President, but which nonetheless expose them to danger. Voluntary contributions to the fund would supplement government programs or insurance which do not fully cover the treatment and rehabilitation costs for assassination victims. The fact that my husband being President can endanger the lives of people around him is frightening to both of us. It would be reassuring to have something in place to protect the innocent victims who are not the targets.

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems.

I spoke to Jim recently. He has not lost his great good humor, courage, and dignity. I know he hasn't lost his friends either. My husband has often said that Americans have a long and proud tradition of helping. I know we can count on your help. Thank you for your kindness and support.

Sincerely,

Nancy Reagan

(Parvin/AB)  
December 3, 1981

MRS. REAGAN: JIM BRADY FUNDRAISING LETTER

Dear Friend,

After nearly eight months in the hospital, Jim Brady recently returned to his home and his family. They were months of anguish and heartache as Jim endured four operations and several frustrating setbacks. Yet they were also months of joy as this remarkable man showed us the meaning of courage and hope. His determined recovery has been an inspiration not only to my husband and me but to so many others who prayed for his well-being.

During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. In the agonizing hours after the shooting, Sarah and I developed a bond that was forged for a lifetime. With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

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I believe that it would be excellent therapy for both Jim and Sarah to know they need not worry about financial difficulties caused by the tragedy last March. As a result,

a number of Jim's friends are establishing a fund to help the Bradys in the months ahead, and that is why I am writing you today.

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems. Will you help?

I spoke to Jim not long ago. He has not lost his great good humor, courage, and dignity. I know he hasn't lost his friends either. Thank you for your kindness in aiding Jim and Sarah Brady.

Sincerely,

Nancy Reagan

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determined recovery <sup>has been not only to my husband and me but</sup> an inspiration ~~to my husband and me and~~ <sup>to so many others who prayed for his well-being.</sup>

During this tragedy I <sup>came</sup> ~~was~~ come to respect and love someone who <sup>is</sup> also very special--Sarah Brady. In the agonizing hours after the shooting, Sarah and I developed a bond that was forged for a lifetime. <sup>with quiet strength she has</sup> ~~She is a woman of quiet strength who has~~ managed the demands of her husband's ordeal ~~in addition~~ as well as the motherly responsibilities of raising a 2 year old son.

Jim and Sarah's trials, how<sup>e</sup>ver, are not yet over. The difficult business of rehabilitation continues. In the period ahead Jim will return to the hospital five days a week for physical, occupational and speech therapy. ~~As a result~~ <sup>They will</sup> encounter a number of <sup>extraordinary</sup> ~~unanticipated~~ expenses of an extraordinary nature not covered by <sup>stet</sup> ~~government funds~~. In fact the bills are already piling up.

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*That can never be repaid.* *But we can ease the mending of the life through the dignity.*  
(That is why I am writing you today. ~~Jim~~ Jim Brady served my husband and this nation at a terrible cost ~~will you help us~~ ~~repay some of that debt?~~ We want Jim to concentrate on returning to work, not on financial problems. ~~I hope you will help us.~~ *Will you help?*

I spoke to Jim not long ago. He has not lost his good humor, his courage, or his dignity. I know he hasn't lost his friends either. Thank you for ~~helping.~~ *your kindness in aiding Jim and Sarah Brady.*

Sincerely,

Nancy Reagan



THE WHITE HOUSE

WASHINGTON

December 23, 1981

MEMORANDUM FOR FRED FIELDING

FROM: LONDON PARVIN



Mike Deaver asked that I check with you on this Jim Brady fundraising letter, which will be sent under Mrs. Reagan's signature. If you are not familiar with its background, just give me a call and I will explain.


The paragraphs (5 and 6) dealing with the specific details of the fund would be more appropriately placed on the card that will be enclosed explaining how to contribute and the tax exempt status of the fund. Is there any legal reason we need the specifics about the Stand By Fund in Mrs. Reagan's personal letter? (x7903)

THE WHITE HOUSE

WASHINGTON

December 21, 1981

MEMORANDUM FOR JOE CANZERI

FROM: LONDON PARVIN 

Attached is an amalgam of the draft letters. The paragraphs (5 and 6) dealing with the specific details of the fund I think would be more appropriately placed with the card explaining the fund's tax exempt status and how to contribute.

If you have any more guidance on what you need here, I will be happy to redraft.

(Parvin/AB)  
December 21, 1981

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During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

Jim and Sarah's trials, however, are not yet over. The difficult business of rehabilitation continues. In the period ahead, Jim will return to the hospital five days a week for physical, occupational and speech therapy. There will be a number of extraordinary, nonreimbursable expenses arising from his injury last March at the side of my husband. In fact, the bills are already piling up.

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The purpose of this new fund -- called the Stand By Fund -- is to help Federal employees who are injured during an attempt on the life of the President or the Vice President, a member of their immediate families, a major presidential candidate, or other senior U.S. Government officials.

The fund's objective is to provide financial assistance for those whose official government duties do not primarily involve protection of the President, but which nonetheless expose them to danger. Voluntary contributions to the fund would supplement government programs or insurance which do not fully cover the treatment and rehabilitation costs for assassination victims. The fact that my husband being President can endanger the lives of people around him is frightening to both of us. It would be reassuring to have something in place to protect the innocent victims who are not the targets.

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems.

I spoke to Jim recently. He has not lost his great good humor, courage, and dignity. I know he hasn't lost his friends either. My husband has often said that Americans have a long and proud tradition of helping. I know we can count on your help. Thank you for your kindness and support.

Sincerely,

Nancy Reagan

THE WHITE HOUSE

WASHINGTON

December 4, 1981

MEMORANDUM FOR:                 JOE CANZIERI

FROM:                             DODIE KAZANJIAN

SUBJECT:                         STAND BY FUND

Here is the letter that you asked me to draft regarding the Stand By Fund for Mrs. R's signature.

I think it would be appropriate to enclose a card that would explain both the tax exempt status of the fund and how to contribute. Mrs. R should not have to do that in the letter.

Also, if a quote from the doctor is used - which I recommend - the doctor should be called to get better wording that indicates there is still a long way to go before recovery. I have paraphrased...it is not a direct quote.

In addition, Mr. Wilderotter suggested that the stationery be printed with the letterhead "Friends of Jim Brady" at the top. This is not bad. However, I would recommend "Jim Brady's Friends" instead. This is straight forward, more direct...and very much to the point.

(Note: The attached is just a rough draft.)

stand by fund  
letter draft  
kazanjan

THE WHITE HOUSE

WASHINGTON

Dear \_\_\_\_\_:

I am writing to you on behalf of the Stand By Fund.

The purpose of this new fund is to help federal employees who are innocent victims of assassination attempts - and their families - where those victims are injured during an attempt on the life of the President or the Vice President of the United States, a member of their immediate families, a major Presidential candidate, or other major senior U.S. Government officials.

The Fund's objective is to provide financial assistance for those whose official government duties do not primarily involve protection of the President, but nonetheless expose them to danger. The Fund is not meant to duplicate government benefits that already exist. Voluntary contributions to the fund would supplement government programs or insurance which do not fully cover the treatment and rehabilitation costs for assassination victims.

Jim Brady is one individual who is in all of our minds. He is a person the fund can help.

Jim and his family have very substantial, unreimbursable expenses that arose from his injury last March at the side of my husband. He is no longer in the hospital where expenses were covered. He is home now, where all expenses are not covered. His entrance back home is a new phase of his rehabilitation. While he has made splendid progress and while his courage is an inspiration to us all, we must remember what his doctor said, "Jim Brady still faces a major course of rehabilitative treatment that could take a lot more time." (get direct quote from doctor)

For this reason, a group of Jim Brady's friends decided to form this organization to help him and others who could be innocent victims of a similar tragedy.

My husband and I care very much for Jim and his family. The thought that because my husband is President can endanger the lives of people around him is frightening to both of us. It would be some comfort to have something in place to protect the innocent victims who are not the targets.

Nothing can really compensate for the suffering and the anguish for the families, but through this fund, they can at least have the solace of knowing that Americans care.

As my husband believes, Americans have a long and proud tradition "that neighbor would care neighbor."

Won't you please join me and be a neighbor to Jim Brady.

Yours sincerely,

NR

DRAFT

Dear /////  
:

I am writing to you on behalf of a very special friend. Jim Brady is home now and is well on the way to a full recovery. Every day brings him closer to the time when he can come back to work.

But as happy as we are that Jim is home, we must not think that he and Sarah no longer need our friendship and support. Now more than ever we need to stand by Jim and Sarah as they work to resume a normal family life.

Jim and Sarah will still face many challenges in the months to come and so some of Jim's friends have formed the /////  
, which will provide Jim and Sarah with the support they need as Jim works to get back on his feet. The purpose of the /////  
 is to make sure that Jim doesn't have to worry about anything other than getting well. Contributions to the /////  
 will be tax deductible and will help ease Jim and Sarah's burdens.

Won't you join Ronnie and me in supporting this most worthwhile project? Jim and Sarah Brady deserve our support and I hope you will be among those contributing to this most worthwhile cause.

Thank you for your support and friendship.

Sincerely,

NR



Memo to Joe Canyon  
From: Landon Parr

Attached is ~~the~~ an amalgam of the draft letter. The paragraphs (5 add) dealing with the specific details of the fund and who is eligible I think would be ~~better~~ <sup>more appropriately</sup> placed with the information explaining the Fund's tax exempt status and how to contribute. ~~The details are in the letter.~~

~~I will be glad to~~

<sup>more</sup>  
If you can provide any guidance on what you need here, I will be happy to redraft.

THE WHITE HOUSE  
WASHINGTON

(PARVIN/AB)  
December 21, 1981

Jim Brady Fundraising Letter

Dear \_\_\_\_\_:

After nearly eight months in the hospital, Jim Brady recently returned to his home and his family. They were months of anguish and heartache as Jim endured four operations and several frustrating setbacks. Yet they were also months of joy as this remarkable man showed us the meaning of courage and hope. His determined recovery has been an inspiration not only to my husband and me but to so many others who prayed for his well-being.

During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. ~~In the agonizing hours after the shooting, Sarah and I developed a bond that was forged for a lifetime.~~ With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

Jim and Sarah's trials, however, are not yet over. The difficult business of rehabilitation continues. In the period ahead, Jim will return to the hospital five days a week for physical, occupational and speech therapy. There will be a number of extraordinary, nonreimbursable expenses arising from his injury last March at the side of my husband. In fact the bills are already piling up.

I believe that it would be excellent therapy for both Jim and Sarah to know they need not worry about financial difficulties. ~~caused by the tragedy last March.~~ As a result, a number of Jim's friends are establishing a fund to help the Bradys in the months ahead, and that is why I am writing you today.

The purpose of this new fund -- called the Stand By Fund -- is to help Federal employees who are injured during an attempt on the life of the President or the Vice President, a member of their immediate families, a major Presidential candidate, or other senior U.S. Government officials.

The Fund's objective is to provide financial assistance for those whose official government duties do not primarily involve protection of the President, but <sup>which</sup> nonetheless expose them to danger. Voluntary contributions to the fund would

supplement government programs or insurance which do not fully cover the treatment and rehabilitation costs for assassination victims.

The <sup>fact</sup> ~~thought~~ that ~~because~~ my husband <sup>being</sup> ~~is~~ President can endanger the lives of people around him is frightening to both of us. It would be <sup>reassuring</sup> ~~some comfort~~ to have something in place to protect the innocent victims who are not the targets.

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems.

I spoke to Jim <sup>recently.</sup> ~~not long ago~~. He has not lost his great good humor, courage, and dignity. I know he hasn't lost his friends either. My husband has often said that Americans have a long and proud tradition of helping. I know we can count on your help. Thank you for your kindness and support.

Sincerely,

Nancy Reagan

~~Wentley~~  
~~(Parvin/AB)~~

~~December 3, 1981~~

MRS. REAGAN: JIM BRADY FUNDRAISING LETTER

Dear ~~\_\_\_\_\_~~

After nearly eight months in the hospital, Jim Brady recently returned to his home and his family. They were months of anguish and heartache as Jim endured four operations and several frustrating setbacks. Yet they were also months of joy as this remarkable man showed us the meaning of courage and hope. His determined recovery has been an inspiration not only to my husband and me but to so many others who prayed for his well-being.

During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. In the agonizing hours after the shooting, Sarah and I developed a bond that was forged for a lifetime. With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

Jim and Sarah's trials, however, are not yet over. The difficult business of rehabilitation continues. In the period ahead, Jim will return to the hospital five days a week for physical, occupational and speech therapy. There

will be a number of extraordinary, <sup>nonreimbursable</sup> expenses ~~not covered by~~ <sup>arising from his injury</sup> ~~Government funds~~. In fact the bills are already piling up.

I believe that it would be excellent therapy for both Jim and Sarah to know they need not worry about financial difficulties caused by the tragedy last March. As a result,

last March at the side of my husband.

a number of Jim's friends are establishing a fund to help the Bradys in the months ahead, and that is why I am writing you today. *Insert A*

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending ~~of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems. Will you~~ <sup>^</sup> ~~help~~

I spoke to Jim not long ago. He has not lost his great good humor, courage, and dignity. I know he hasn't lost his friends either. Thank you for your kindness <sup>and support,</sup> ~~including Jim~~ ~~and Sarah Brady.~~

Sincerely,

Nancy Reagan

~~My~~ ~~husband~~ has often said <sup>that</sup> Americans have a long and proud tradition of helping. I know we can count on your ~~help~~ <sup>you help.</sup>

nd by fund  
etter draft  
kazanjan

THE WHITE HOUSE  
WASHINGTON

*Insert A*

~~I am writing to you on behalf of the Stand By Fund.~~

*--called the Stand By Fund--*

The purpose of this new fund, is to help federal employees ~~and their families~~ *and their families* ~~innocent victims of assassination attempts~~ *innocent victims of assassination attempts* ~~and their families~~ *and their families* where ~~these victims~~ *these victims* are injured during an attempt on the life of the President or the Vice President, ~~of the United States~~, a member of their immediate families, a major Presidential candidate, or other ~~senior U.S. Government officials.~~

The Fund's objective is to provide financial assistance for those whose official government duties do not primarily involve protection of the President, but nonetheless expose them to danger. ~~The Fund is not meant to duplicate government benefits that already exist.~~ Voluntary contributions to the fund would supplement government programs or insurance which do not fully cover the treatment and rehabilitation costs for assassination victims.

~~Jim Brady is not in need of our help. He is a~~  
~~person of great help.~~

~~Jim and his family have very substantial, unreimbursable expenses that arose from his injury last March at the side of my husband. He is no longer in the hospital where expenses were covered. He is home now, where all expenses are not covered. His entrance back home is a new phase of his rehabilitation. While he has made splendid progress and while his courage is an inspiration to us all, we must remember what his doctor said, "Jim Brady still faces a major course of rehabilitative treatment that could take a lot more time." (get direct quote from doctor)~~

~~For this reason, a group of Jim Brady's friends decided to form this organization to help him and others who could be innocent victims of a similar tragedy.~~

~~My husband and I care very much for Jim and his family.~~ *FF* The thought that because my husband is President can endanger the lives of people around him is frightening to both of us. It would be some comfort to have something in place to protect the innocent victims who are not the targets.

(Parvin) ~~Working Draft~~  
December 3, 1981

MRS. REAGAN: JIM BRADY FUNDRAISING LETTER

Dear Friend,

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During this tragedy I came to respect and love someone who is also very special -- Sarah Brady. In the agonizing hours after the shooting, Sarah and I developed a bond that was forged for a lifetime. With quiet strength, she has managed the demands of her husband's ordeal as well as the motherly responsibilities of raising a 2-year-old son.

Jim and Sarah's trials, however, are not yet over. The difficult business of rehabilitation continues. In the period ahead, Jim will return to the hospital five days a week for physical, occupational and speech therapy. <sup>There</sup> ~~And they~~ ~~will encounter~~ a number of extraordinary expenses not covered by Government funds. In fact the bills are already piling up.

I believe that it would be excellent therapy for both Jim and Sarah to know they need not worry about financial

difficulties caused by the tragedy last March. As a result, a number of Jim's friends are establishing a fund to help the Bradys in the months ahead, and that is why I am writing you today.

Jim Brady served my husband and this nation at a terrible cost that can never be repaid. But we can ease the mending of his life through our generosity. We want Jim to concentrate on returning to work, not on financial problems. Will you help?

I spoke to Jim not long ago. He has not lost his <sup>great</sup> good humor, his courage, <sup>and</sup> ~~or~~ his dignity. I know he hasn't lost his friends either. Thank you for your kindness in aiding Jim and Sarah Brady.

Sincerely,

Nancy Reagan



MRS. REAGAN: JIM BRADY FUNDRAISING LETTER

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That is why I am writing you today. <sup>P</sup> Jim Brady served my husband and this nation at a terrible cost. ~~That can never be repaid.~~ <sup>But we can ease the mending of our</sup> ~~will you help us repay some of that debt?~~ We want Jim to concentrate on returning to work, not on financial problems. <sup>Will you help?</sup> ~~I hope you will help us.~~

I spoke to Jim not long ago. He has not lost his good humor, his courage, or his dignity. I know he hasn't lost his friends either. Thank you for ~~helping.~~ <sup>your kindness in aiding Jim and Sarah Brady.</sup>

Sincerely,

Nancy Reagan

Life-Threatening by Jim Brady

(Parvin)  
Working Draft  
December 3, 1981

MRS. REAGAN: JIM BRADY FUNDRAISING LETTER

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Nancy Reagan

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Working Draft  
December 3, 1981

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Sincerely,

Nancy Reagan