



Greetings!

The 18th Annual PRCA Convention JCCF Silent Auction will take place December 5-6 at the South Point Hotel, Casino, and Spa during the PRCA National Convention. This critical fundraiser has raised over \$165,000 for JCCF, and we could not have done this without the generous support from individuals and businesses, like you, wanting to help give cowboys "A Hand Up." Today, we ask for your support by contributing to this worthy cause.

JCCF was formed in 1989 when the Justin Boot Company partnered with the PRCA to establish the fund. The premise is to lend a helping hand to professional rodeo athletes and their families in the event of catastrophic injuries. The fund eases the financial hardship when severe injury interferes with the careers of those who have dedicated their lives to the sport of rodeo.

Unique among today's numerous charitable organizations, JCCF stands above the rest by dedicating 100% of all contributions received for disbursement to eligible applicants. With the support of the Justin Boot Company and PRCA, all administrative costs associated with managing the fund are covered. JCCF has assisted nearly 1,400 injured rodeo athletes and their families with more than \$9.6 million in assistance since its inception. Learn more our fund and our fundraising at www.justincowboycrisisfund.org.

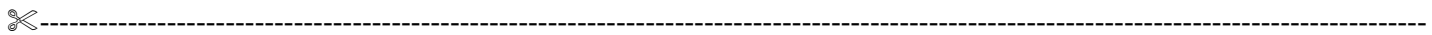
The JCCF Board of Directors would like to express our sincere gratitude for your anticipated support of our fundraising endeavors! We kindly request that you complete the donation form and submit it, along with the item(s) you are generously contributing. Please take note of the listed deadlines, as they are crucial for us to effectively promote the auction and ensure maximum support.

If you have questions about this fundraiser, contact Julie Jutten at 719-337-1471 or by email at: julie@juttenmarketingandevents.com.

Thank you,

Julie Jutten

Justin Cowboy Crisis Fund, General Manager



PRCA CONVENTION JCCF AUCTION PLEDGE FORM

NAME: _____ ORGANIZATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ E-MAIL: _____

DONATED PRODUCT(S) DESCRIPTION: _____

DONATED PRODUCT(S) VALUE: _____

Return Form and Item(s) on or before October 15, 2023

Justin Cowboy Crisis Fund; Attention: Julie Jutten; 64682 Ranger Road; Montrose, CO 81403

If you intend to make a donation and prefer to deliver the item in person, kindly complete the form and email it, along with a clear and presentable photograph of the item, to julie@juttenmarketingandevents.com no later than October 15, 2023.