

## S00382 - Mailing files

**Series Number:** S00382

**Series Title:** Mailing files

**Dates:** 1980-2004

**Extent:** 17.3 m of textual records

**Scope and Content:** Series consists of correspondence, legal documents, sample mailings, mailing reports and published materials produced by or about the company's clients and prospective clients. Series documents the processes by which Stephen Thomas Limited developed fundraising campaigns on behalf of its clients between 1980 and 2004 and the ways that direct response was used to raise funds. A number of mailing files include examples of letters signed by well-known Canadians, including Margaret Atwood (for Amnesty International and the Women's Legal Education and Action Fund), Robert Bateman (for the Canadian Nature Federation), Farley Mowat (for the Canadian Coalition on Acid Rain) and Donald Sutherland (for the Canadian Centre for Arms Control & Disarmament).

**Restrictions on Access and Use:** No restrictions on access.

**Arrangement:** The files are arranged numerically. File numbers generally follow the chronological order in which the projects took place.

**Other Notes:** 1. The New Democratic Party mailing files series (S00383) contains records related to the mailing campaigns conducted by Stephen Thomas Limited on behalf of Oxfam Canada in 1973, Humber College in 1976 and for the Federal and provincial levels of the NDP from 1975 to 2001. The Client file series (S00384) contains statistics about clients' fundraising campaigns, as well as research material on its clients' missions and activities.