



January 15, 2008

Susan Halebsky Dimock, PhD
Heidepriem & Mager
888 17th Street, NW, Suite 800
Washington, DC 20006

Dear Dr. Dimock:

On behalf of the Association of Maternal and Child Health Programs, I am happy to provide this letter of support for the Good Deed Foundation and its collaboration with the Women's Funding Network. We understand that this effort is designed to lift women and girls out of poverty and address climate change by harnessing the purchasing power of American consumers. To that end, products bearing the Good Deed logo will appear on the shelves of supermarkets and other retail stores in April 2008. Profits from the sale of those products will be distributed to the Women's Funding Network Foundation and Good Deed's Climate Change Solutions Program.

We believe this effort has the potential to generate substantial revenue, and look forward to encouraging our AMCHP members and supporters nationwide to do a Good Deed by purchasing these products. We know they will appreciate the opportunity to support programs that help women and girls reach their full potential, and address climate change.

Sincerely,

Michael R. Fraser
Chief Executive Officer

MRF:npl

- A M C H P -