



*Chester County Fund
for Women and Girls*

October 25, 2007

To Whom It May Concern:

We are pleased to provide this letter of support for the Good Deed Foundation on behalf of the Chester County Fund for Women and Girls. The Fund is a social change charitable foundation committed to improving the lives of women and girls, and all members of the Chester County, Pa. community through grants and education.

As background, Chester County Fund for Women and Girls:

- is the first endowment-based women's foundation in the state of Pennsylvania.
- awarded \$642,000 to more than 35+ agencies.
- established the first girls grantmaking program in Pennsylvania, *By Girls, For Girls* - one of only ten girls' philanthropy programs in the country.
- conducted the first comprehensive assessment, the *Blueprint Report*, of the needs of women and girls in Chester County and presented over 20 educational and technical assistance programs in the last year to raise awareness of the needs identified in this report.
- presented eight annual conferences for high school girls from across the county to work on issues confronting their peers.

We are excited to support this innovative and creative initiative, and believe it has the potential to generate substantial revenue through the sale of products carrying the Good Deed logo to benefit women, children, and the environment. We believe Good Deed can attract a large and loyal following based on the goals of the initiative and the Good Deed Foundation's partnership with the Women's Funding Network.

We intend to share Good Deed's mission to alleviate poverty with our constituency of over 1,000 men, women, girls, corporations and foundations and we will encourage them to purchase products bearing the Good Deed logo.

We look forward to seeing the success of Good Deed and the impact the proceeds will have by supporting local and national organizations that benefit women, children and the environment.

Sincerely,

Heidi H. McPherson
President

*1450 East Boot Road, Suite 400B, West Chester, PA 19380
484-356-0940 voice 484-356-0944 fax www.ccwomenandgirls.org*