



CHRYSALIS FOUNDATION

Developing strong women and girls in Greater Des Moines.

May 30, 2007

To Whom It May Concern:

We are delighted to support to the Good Deed Foundation and its launch of the Good Deed brand as a tremendous marketing/public awareness campaign to benefit women, children, and families in poverty.

The Chrysalis Foundation is a public, community-based foundation established in 1989 to provide resources to support women and girls in the metropolitan Des Moines area. With a vision that all women and girls in our community have opportunities and resources to achieve their full potential, Chrysalis focuses on economic self-sufficiency and leadership development in its grant making, education, and advocacy efforts. Our constituency includes over 5,000 individual donors, corporate and community leaders, nonprofit partners, and friends of the foundation.

As a member of the Women's Funding Network, Chrysalis is among over 110 women's funds worldwide working to raise funding for, and attention to, the elimination of poverty and its far-reaching effects on women and girls.

We expect the Good Deed initiative to raise awareness, provide education, and garner considerable funding toward elimination of poverty and improvement of the environment. As we benefit by the vision of Good Deed founders, we will continue to make every effort to promote Good Deed product awareness to advance sales and move consumers toward purchasing decisions that demonstrate social responsibility.

Cordially,

A handwritten signature in black ink, appearing to read "Terry M. Hernandez". The signature is fluid and cursive, with a long horizontal stroke at the end.

Terry M. Hernandez
Executive Director
Chrysalis Foundation

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