



April 10, 2007

To Whom It May Concern:

It is my pleasure to provide this letter of support for the Good Deed Foundation on behalf of The Atlanta Women's Foundation (AWF). The Atlanta Women's Foundation leverages resources of community expertise and a constituency of more than 15,000 to promote self-sufficiency among women and girls and to accomplish positive social change.

We are excited to be part of the Good Deed initiative and believe it has the potential to generate significant revenue through product sales and licensing, with the ultimate goal of dismantling poverty via an environmentally and socially conscious process. As a member organization of the Women's Funding Network, we look forward to encouraging and enlisting the larger AWF family in the Good Deed program.

We look forward to seeing Good Deed products on the shelves in our area and the positive social change for women and girls that will result from the initiative.

Sincerely,

Deborah Richardson
Chief Executive Officer
The Atlanta Women's Foundation

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