



3100 W. Central Avenue, Suite 235, Toledo, OH 43606
419-724-CURE (2873) Fax 419-724-2874
www.komennwohio.org

April 27, 2010

Angie Ash
Director of Strategic Development
RELEV8 Nonprofit Marketing Solutions
6800 W. Central Ave.
Toledo, OH 43617

Dear Angie:

Just a quick note to express my sincere appreciation to you and the Relev8 team for the exemplary work and rapid delivery of state-of-the-art public relations, internet and marketing support materials to the Northwest Ohio Affiliate of Susan G. Komen for the Cure. As Executive Director of a \$1.3 million business, it is comforting to know that we have an expert team to back us up with the most critical and sensitive communications support in the industry.

Specifically, we have found that the website designed by Relev8 has been well-received as determined by the tracking of a more than 100% increase in general donations since the site went live in July 2009. Additionally, email newsletter requests generated from the site are now approaching 300 or more than one request per day! Other items that have had a measured impact include the newly formatted race materials that have increased our sponsor base by nearly 20% already this year. We are anxious to launch the new team materials as we believe that they will deliver similar positive results.

Angie, the Relev8 team has a special gift when it comes to listening to the client and going the extra mile to deliver on the client vision. Thank you for partnering with the Komen Northwest Ohio Affiliate to deliver our important message in the fight against breast cancer.

It is an honor to work with you and the team. We look forward to a continued close and highly productive partnership.

Best regards,

A handwritten signature in cursive script that reads "Mary J. Westphal".

Mary J. Westphal
Executive Director

The Komen Northwest Ohio Affiliate serves the counties of Allen, Auglaize, Crawford, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Huron, Logan, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Seneca, Shelby, Van Wert, Williams, Wood, Wyandot and Monroe, MI.

Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.