



National Headquarters
American Red Cross
430 17th Street, NW
Washington, DC 20006

March 19, 2010

Dear Friends and Colleagues:

I am pleased to welcome AmeriGives to the American Red Cross family.

The workplace giving services provided by AmeriGives are a wonderful option for organizations that want corporate philanthropic program administration services such as matching gifts, employee giving campaigns, disaster relief campaigns, volunteer hour tracking, volunteer grants (Dollars for Doers), and volunteer event management

The American Red Cross believes AmeriGives is a cutting-edge technology partner that will enhance our ability to connect with corporations and employee-donors alike. For this reason, we are looking to enhance the AmeriGives offering in the future and being able to provide:

- More advanced technology solutions and services
- Expanded global reach for Fortune 500 Companies
- User-friendly corporate giving solutions for medium and small businesses
- Enhanced customer service for existing and future clients
- Increased operational efficiencies resulting in lower program administration fees

I also want to assure you that AmeriGives will continue to promote “open choice” in all giving programs and that AmeriGives clients will continue to have flexibility to choose program rules and eligible charities. The Red Cross will simply be one of many options that companies can offer employees as part of their workplace giving program.

More importantly, 100 percent of employee donations will continue to go to the employee’s designated charity of choice. The Red Cross will not take a percentage of contributions made to other charities.

AmeriGives will continue to fully brand and customize each corporate client’s website with client supplied logos and graphics. Just as before, clients will have full control over the branding of their site

The American Red Cross is pleased to have AmeriGives as our new corporate giving technology partner, and we believe this is a tremendous opportunity that will benefit AmeriGives clients, donors and non-profit organizations.

Sincerely;

A handwritten signature in black ink, appearing to read "Brian Rhoa".

Brian Rhoa
Chief Financial Officer