



March 14, 2018

To Whom It May Concern:

I am writing to recommend Hope Outfitters to you and your charitable organization. We at Mercy Ships have worked with Hope Outfitters as their Buy 1 Give 100 partner for the last 12 months (2017-2018). Since Hope Outfitters first approached our organization in 2017, we have had only positive interactions and exchanges with them and their representatives.

Besides donating the promised percentages of their profits to our organization on a regular basis, Hope Outfitters and their digitally savvy marketing and brand strategies also boosted our organization's web traffic and social media engagement. Their unique designs and social media marketing introduced Mercy Ships to a wider digital audience through various platforms.

In light of your upcoming decision to partner with Hope Outfitters, and based on our interactions with them, we are able to currently recommend their organization to you as a positive and potentially beneficial addition to your marketing and fundraising strategies.

If you have further questions concerning partnering with Hope Outfitters, please do not hesitate to contact me.

Thank you.

A handwritten signature in red ink that reads "Kerry Peterson".

Kerry Peterson

Vice President of Advancement

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