



THE SCHEIDEGGER FAMILY
YOUTH IN NEED CENTER

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January 8, 2010

Lisa J. Dinga, CFRE
Paradigm Shift Studio, LLC
1001 Craig Road, Suite 260
St. Louis, MO 63146

Dear Lisa,

I want to thank you for the terrific work Paradigm Shift Studio did for Youth In Need in 2009 in helping us move our development program forward.

You and your great team helped us enormously with developing and implementing plans that resulted in a more energized and productive development program. With your help, we exceeded our fundraising goals in 2009, which was an amazing feat given the challenging economy.

Your know-how and tactics on how to engage and motivate program staff at all levels to take an active role in development has taken root. We are indeed moving forward in shaping our "culture of philanthropy," with marked results.

Most importantly, your help with bringing more focus on engaging our wonderful Board members more directly with fundraising has had tremendous results. Both your strategic guidance and hands-on assistance with individual Board members has led these committed volunteer leaders to better understand and feel more comfortable with direct roles involved in fund raising.

Everyone at Paradigm Shift Studio always went the extra mile to ensure the success of the project. Everyone at Youth In Need always felt completely confident in and comfortable with you and your staff. You were indeed an integral part of our team. Youth In Need will never hesitate to utilize Paradigm Shift Studio in the future when the need arises.

Please let me know if I can ever be a reference for you and the outstanding services performed by Paradigm Shift Studio.

Sincerely yours,

Jim Braun, President and CEO

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