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March 4, 2010

Mr. Mike Oberman
Fusion Idea Lab
506 North Clark Street
Chicago, IL 60654

Dear Mike,

I don't normally put pen to paper (or in this case fingers to keyboard) to express thanks for a job well done. But I've enjoyed working with you and Fusion Idea Lab so much that I felt compelled to do more than just send the final payment.

amfAR and Fusion was an unlikely partnership, which is exactly why I hired you. I wanted an agency that would not only think creatively, but differently, about new concepts for a more robust e-philanthropy program. I wanted to break away from the traditional mode of thinking about HIV/AIDS research and specifically focus on humanizing our work and demystifying our biomedical research. I believe we did just that with the Adopt-a-Scientist program and, judging from the new donations that are coming in, so do our donors. In fact, all six of the ideas in your deck were fresh and aggressive. I only wish I had the budget to bring them all to fruition!

Thank you for helping me and my fundraising team to think differently about how to raise money on the Internet. It's so easy to view the World Wide Web as some sort of "cosmic cash machine"—but of course it's not. It's a sophisticated fundraising channel that deserves creative marketing and targeted strategy just like any other. I think we are one step closer to finding our place among the other non-profit experts in the e-philanthropy field. Thanks for helping us along that path.

On a personal note, I hope you also found it rewarding to learn more about the HIV/AIDS pandemic and the research effort that goes into finding new treatments and, ultimately, a cure. You can sleep tonight knowing that your creative energy contributed to the effort to end one of the greatest public health crises of our time. And that's got to be better than making beer commercials!

All the very best to you and the Fusion team,

Eric Muscatell
Director, Philanthropy