

## To Whom It May Concern

The Central Singapore Community Development Council (CDC) engaged Ms Usha Menon to conduct a Corporate Fundraising Training on 16 April 2008.

Ms Menon connected well with our staff and was able to clearly transfer her wealth of experience through various discussion and hands on activities throughout the training. Her training provided both a theoretical basis and practical hands-on experience in how to approach sponsors. Her training materials are a useful reference as they include templates for letters and proposals. Most of all, we deeply appreciated the time and effort that Ms Menon undertook to understand the Central Singapore CDC's programmes and activities, and then tailored her training to relate to our organisation.

Because of this extra effort, our staff related well to her training tips. As an organisation, the Central Singapore CDC is now more aware of the different aspects and approaches to build and improve our relationship with corporate partners. Since her training, we had several successes in engaging corporates to raise funds for our projects.

We thank Ms Menon for sharing her experience, and would highly recommend her training to organisations which are keen to engage corporates.



MS AGNES KWEK  
GENERAL MANAGER  
CENTRAL SINGAPORE COMMUNITY DEVELOPMENT COUNCIL

I found Ms Usha to be articulate and very clear in sharing her skills and knowledge. I used the templates given during the training closely in reaching out to our partners.

- *Aminah, Team Leader/ Manager (TRUST Central)*

I could tell that she has a wealth of experience in this area from the real life examples that she shared. I picked up very useful letter writing skills

- *Evelyn, Manager (Community Services)*

I like the interactive discussion format and I felt it helped towards my learning experience. This training also increased my awareness of the importance of follow-up communication with sponsors in building a strong relationship with them.

- *Wei Hong, Team Leader/ Manager (Community Services)*

Ms Usha included hands on, real life case studies and scenarios. Its not just theories.

- *Kelvin Thong, Team Leader/ Manager (Community Projects)*

Ms Usha training was refreshing and I picked up practical skills. The training materials included useful samples and templates for my reference

- *Woan Ling, Manager (Community Projects)*