

Wings of Hope School

Kgosi Neighbourhood Foundation



1 August 2008

To Whom It May Concern:

Referee letter for **Pamela Sekakweng** written by Sr Natalie Kuhn.
Executive Director Kgosi Neighbourhood Foundation – Wings of Hope School.

This is to confirm that we worked together on the “Sappi Ideas that Matter” 2004 competition at which time the Kgosi Neighbourhood Foundation was launched.

This competition is offered to “Not for Profit” organisations who require a **Marketing Campaign** to assist with **Fundraising** in order to Launch and Market the organization. At the time Pamela was the Business Director of the Team from Ogilvy – Johannesburg. Her enthusiasm created a good Team Spirit amongst her colleagues.

Pamela was, at all times, professional with regards to her Marketing strategy, She displayed good Presentation skills, knowledge of the project and the follow through from the commencement to completion.

Her conduct was at all times respectful and her interaction with all concerned was positive and I commend her for this and know that she has the potential and ability to successfully handle a variety of projects.

The knowledge that I shared with her about the dream I had for the Foundation was well interpreted and creatively presented to Sappi. She captured the main theme and was inspirational as she worked with her colleagues.

The time given to the project was generous and her eagerness to succeed was shown in the unstinting allocation of energy and dedication to the project on hand.

The success of the programmed resulted in the Kgosi Neighbourhood Foundation being awarded sponsorship to market the campaign and the final product included a TV Commercial, Posters, Leaflets, Communication, Point of sale and display material as well as a sculpture of “The Child of Hope.” Displayed on the wall of the school.

I wish her well with any project for which she may be responsible in the future.

Signed

Sr Natalie Kuhn Executive Director.

Wings Of Hope School

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