



TELL A STORY CHANGE THE WORLD



Dear Salutation,

I am writing to you as the newest member of the PCI Media Impact staff, having joined the team in early March. As the new Chief Operating Officer, I am excited to help PCI Media Impact strengthen its operations and fundraising capacity, so we can be more efficient and effective in serving our partners around the world. Sean Southey, our CEO, asked me to write this letter so I could share with you the reasons why I was initially drawn to PCI Media Impact. Sean believes my story highlights the organization's strengths, and its opportunities. I agree.



I am also writing this letter as a representative of the eight new staff who joined PCI Media Impact in the last six months. Eight staff in six months – that is indicative of the significant and steady growth PCI Media Impact has had in the last four years. As a result of this growth, the staff is now engaged in twenty communications programs across thirty countries. This is not only impressive, it is reflective of the organization's long-standing impact.

This sort of growth can, however, be taxing on an organization's budget, which is why I am writing to you now. With tax rebate season upon us, *I hope you will consider sharing some of your hard earned returns with PCI Media Impact, so we can better leverage our new staff in support of our work throughout Africa, Latin America, the Caribbean and parts of Asia.*

As I said, I was drawn to PCI Media Impact for three reasons. I want to explain those reasons as a way of highlighting why I think your contribution now will result in a good return on investment.

Population Issues as the Core of a Multi-Pronged Social Change Strategy: I was primary attracted to PCI Media Impact because of its long-standing commitment to population issues, and its more recent adoption of women's and youth empowerment as a program area. As a twenty year environmental advocate, I have come to fully understand and appreciate the link between the condition of a region's natural resources and the number and living conditions of people in close proximity to those resources.

As you know, family planning and education have a direct impact on the size of a family, and its quality of life – which in turn affects the natural resources upon which they live. Given these connections, I love the interrelated nature of our programs, and the cumulative benefits our work has for people and planet alike.

A Broad and Impactful Programmatic Reach: I was also impressed by PCI Media Impact's commitment to these three interconnected themes – Health, Empowerment and Environment. Through these themes, we address a wide variety of issues: family planning, reproductive health, sanitation, HIV/AIDS, rape, trafficking, women's empowerment, youth education, and natural resource management. Clearly, the organization is living up to its namesake of having a significant impact.

For instance, *La Caldera*, our 21-episode radio broadcast about human trafficking, is presently being aired on 155 radio stations across Bolivia. In Mozambique, we are working with UNICEF to develop a radio drama that will be the flagship outreach effort for a nation-wide *Facts for Life* initiative, aimed at improving children's health and supporting maternal health and family planning. Multiple these two projects by ten, and you have some very substantial impact.

Great Potential to Expand Our Reach: In my eight weeks with PCI Media Impact , I've been impressed by the team and Board's strategic thinking about where and how to expand our reach. I have also marveled at the number of inquiries we've received from a diverse set of potential new partners, asking if we could help their efforts.

With our increased staff, PCI Media Impact now has the capacity to strategically strengthen our core work, while investing in new projects and technologies. Yet, being able to meet these needs and leverage these opportunities requires added resources. With your timely contribution, our expanded staff will be able to respond to the increasing demands and emerging opportunities for our capacity-building model and social change methodology. For instance:

▶ **USAID - U.S. Forest Service:** As a result of our extensive work in the West African STEWARD program, the US Forest Service and USAID are releasing additional funds for our local staff of five to provide vulnerable communities with important safe water use, sanitation, and health education. Women and children will be the greatest beneficiaries of this expanded effort to reduce water borne diseases through improved hygiene practices.

▶ **UNICEF:** We were just awarded a “long-term arrangement” with UNICEF to serve as a preferred “vendor” for the agency’s *Communications for Development (C4D)* projects. We were approved in five of UNICEF’s six C4D categories. This is a big win for us, as we will now be much more competitive when bidding for UNICEF projects around the globe.

▶ **PCI Media Impact Toolkit:** We are developing an online “Toolkit” that explains the components of our Entertainment-Education methodology. We plan to provide this new curricula and training materials in a web-based, iPad, and mobile format. We are excited about how this product, delivered through these three platforms, will enable us to reach more partners at a reduced cost.



Our life-changing, and often life-saving, programs highlight both our reputation as the “go-to” experts in Communications for Development and Entertainment-Education, and our pioneering spirit to leverage new methodologies and technologies in pursuit of our mission. With our recent growth in staff, we are poised to strengthen and expand our legacy of innovation and impact.

Yet, to do this will require additional financial resources. That is why I am asking you - on behalf of the staff and Board - to consider making a tax-rebate contribution to PCI Media Impact. With your support now, our increased staff can work with even more local partners throughout the world. You can help us improve the quality of living for women and girls, children and communities, in Africa, Latin America, the Caribbean, and parts of Asia.

On behalf of all of us at PCI Media Impact, I want to thank you for all you do to help advance our programs. We literally could not do this important work without you.

Sincerely,

Tom Skeele