

To Whom It May Concern,

I write to you to give my highest recommendation of Joy Stoddard. I had the pleasure to have Joy as a leader at Whole Planet Foundation for two years and in that time, she made an indelible impression on me as a diplomatic leader, strong relationship builder, and dedicated steward of the mission of Whole Foods Market and the Foundation.

As a leader, Joy was able to develop and cultivate a strong team of internal staff, board members and volunteers. Everyone on her team was clear about expectations and how their collective work impacted the mission of Whole Planet Foundation. Her ability to coach and inspire cross-functional teams not only resulted in successful fundraising and donor campaigns, but also created a loyal following of people who loved working with and for her.

From store team members who gave \$1 to major foundations who gave millions, Joy's ability to create meaningful relationships with donors is truly her superpower. The level of gratitude and respect she gave to donors made them feel that every contribution was life-changing. When Joy reached out, donors, sponsors, and major stakeholders responded generously because they appreciated her diplomatic and warm approach to fundraising.

In 2023, a request for donations for an annual event created so many submissions that the Foundation was able to have a VIP, an in-person, and an online auction. In addition, there was such an abundance of donations that items were even available for a Whole Foods Market internal team member event two months later. That is the power of relationships!

Whole Foods Market had a mission to nurture people and the planet. There was no one I know who better embodied that mission than Joy. Through Whole Planet Foundation, Joy was able to spread awareness about microcredit and its ability to lift impoverished women out of poverty. She empathized with the stories of the clients and shared the vision of the organization with everyone she met. This mission was even reflected in the way that she nurtured the people within the organization and throughout Whole Foods Market. Her ability to show and share appreciation and gratitude made everyone around her feel special.

While this recommendation touches on a few of Joy's amazing accomplishments, I could talk endlessly about how much I admire her as a leader and a person. Her depth of knowledge about development cannot be taught, but is cultivated over an amazing 20-year career. I am proud to say I learned from her and hope to be as great of a leader as she is one day.

Sincerely,
Crystal L. Beasley