



September 21, 2012

RE: Brent Alexander – Leaders Cabinet, United Way of Calgary

I have worked with Brent since he was recruited to the Leaders Cabinet at the United Way of Calgary and Area in 2008. The Leaders Cabinet is a group of dedicated volunteers who help develop and deliver strategies to enhance awareness, engagement, retention and recognition of United Way Leadership Donors (donors who give a gift of \$1000-9,999) in the Calgary and Area Community. Leaders are a key component to the United Way's giving strategy.

Brent has been a tremendous asset to the Leadership Giving Cabinet in many capacities over the years. Most recently he has been a member of the Retention Strategy team and has helped shape the development of new messaging and materials for this donor segment. Brent is truly a team player and has the ability to see the larger picture and work towards a common vision with his fellow volunteers. Brent is always willing to step in and support various committee work. He always contributes to discussions and has the ability to view situations from a holistic approach and help move the needle on key objectives.

Brent has committed his time and talent to us over the years and we have reaped the benefit of his volunteer involvement with us.

Nicole Champagne

Manager, Leadership Giving
United Way of Calgary & Area