



To whom it may concern,

ASFM is an important international, private, non-profit, Nursery through 12th grade, U.S. accredited school, founded 90 years ago, which offers both a Mexican and U.S. High School Diploma that serves the local and international population.

This purpose of this letter of recommendation is to express our gratitude and satisfaction for the work done by London Consulting Group, through the Project "19edge", which was carried out during the months of January to May of 2019, in the area of Donations.

During this period, London worked together with our staff to achieve the results of the project. During the project, we highlighted the following:

- A classification by segment was generated from the implementation of the philanthropic research model which allowed for the increase in the number of major donors prospects by 129%.
- With the regular donors identification process, an 88% increase was achieved in the number of prospects.
- Twelve management models were designed and implemented for the donations department, of which the planning model, the philanthropic research model, the objectives assignment model, the communication model and the indicator management model stand out.
- Through the relationship and communication model, a 40% increase in the number of first contacts was achieved.
- As a result of the analysis of information and the review of the processes made in the donations area, a tool focused on the personalized relationship with the donor was designed to centralize and generate ongoing follow-up.

It is important to mention that London Consulting Group's methodology has been one of the key factors for the success of the project, highlighting the management of change, the side by side implementation and the collaborate work among the donations area personnel. We highly recommend London Consulting Group as a professional company focused on results.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Adams', is written over a horizontal line.

Dr. Michael W. Adams

Superintendent ASFM