



March 17, 2014

To Whom It May Concern:

It is with reverence and enthusiasm that I write a letter of support for First Light Group. I am the Executive Director of the Illinois Caucus for Adolescent Health, a statewide organization focused on the sexual health, rights and identities of youth. I would recommend working with Mark Light in ANY capacity. Our work with Mark has certainly brought value to our organization.

I participated in the Sustainable Strategies Program through the AIDS Foundation of Chicago. At the time of application for the program, I had not paid much attention to who the facilitator was going to be. However when Mark Light walked through the door of my office for an introductory meeting prior to the start of the program, he lit up the whole office and I knew he was going to be unforgettable. Mark brought a level of energy, charisma, interest and commitment to our specific organization that I rarely see from someone I am first meeting.

The Sustainable Strategies program was a delight not only for me, but for my staff and board members who participated. Mark's presentations were a never ending well of encouraging knowledge of possibilities in innovative business practices that could be applied in non profit contexts. I walked away from each session learning something new and feeling deeply inspired to approach my work a bit differently. Mark worked with my staff, my board, and with me individually. He has an excellent mix of humor and deeply serious insight. He helped us generate scores of ideas for new strategies and distill down into three most feasible ones. One of which is a game that we intended to produce internally called "Talk the Talk" which helps families practice difficult conversations about sex and sexuality. It was not until our participation in the Sustainable Strategies program and with the help of Mark, that we were able to realize this opportunity for earned income. In its 8 weeks of existence on our website, it has sold 4 copies per week with little to no marketing.

We intend to keep working with Mark beyond the duration of the program on some of our other strategies. We would highly recommend his services. I would be happy to answer any questions about my experience with him via email yamani@icah.org or phone [312.427.4460](tel:312.427.4460) x225.

Sincerely,

Yamani Hernandez
Executive Director

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