



RONALD McDONALD  
HOUSE CHARITIES®  
EASTERN WISCONSIN

May 2, 2013

To Whom It May Concern:

Our Ronald McDonald House just celebrated the groundbreaking for our \$10,000,000 expansion . What a joyous day to share with our major donors, volunteers and families. At this time, we also announced that we had exceeded our fundraising campaign goal of \$7,000,000.

The leadership team of the Ronald McDonald House had no previous experience in fundraising or in running a capital campaign. We could not have accomplished this without the wise counsel , enforced discipline, and guidance of Michael McNeely and the Abbey Group, Ltd. I can recommend, without reservation, the Abbey Group for philanthropy counsel services. Michael and his staff are consummate professionals that take time to understand their clients, help them exceed goals that initially seem unattainable. Under Michael's leadership, the Ronald McDonald House received direction for three \$1,000,000 gifts, including a complicated "challenge" gift.

Abbey Group has helped in all areas of development while working with us. Sandra McNeely was a willing partner as well, assisting us in implementing a CEO review process, helping us in creating a strategic plan, and has provided me, as board chairman, much guidance. The Abbey Group team has helped us with every step in our capital campaign, including defining the proper "ask" with our very diverse donor group.

I share the leadership of "Opening More Doors", our capital campaign, with a very dedicated steering committee. We are very impressed with Abbey Group. In fact, I have recommended Abbey Group to other organizations I serve.

Be assured, Abbey Group will help you achieve your philanthropy goals. They stand above others in integrity, counsel and compassion.

Sincerely,

Robert Monday  
Board Chairman, Ronald McDonald House  
Chairman Steering Committee Chair, "Opening More Doors" Campaign

RONALD McDONALD HOUSE CHARITIES® OF EASTERN WISCONSIN, INC.

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