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October 6, 2008

Keith A. Kelley  
President and CEO  
Fresno West Coalition for Economic Development  
302 Fresno St.  
Fresno, CA 93706

**Greenlining Applauds Your Leadership for Championing an Unpopular Cause**

Dear Keith,

Greenlining applauds your leadership for championing the rights of underserved communities in the area of diversity and philanthropy. The greater Fresno area should be proud of having an advocate such as FWCED on such an important issue that affects the health, education, economic development and civic participation of Fresno's low to moderate income communities.

**An Outspoken Advocate for Diversity in Philanthropy**

Your voice on issues related to diversity and philanthropy has been unequivocally strong since the onset of Greenlining's campaign to hold foundations accountable to our nation's growing diverse communities. You were one of the few leaders that spoke out publicly when many others remained silent. In fact, you participated in a radio talk show nearly two years ago where thousands of listeners were informed of the diversity disparities in philanthropy. This was at a time when the media preferred not to discuss this issue and when foundations stated that it was unfair for people to question their practices.

*"It's fair to look at what benefits charities provide in return for the preferential tax treatment they and their donors receive."* Senator Charles Grassley, Senate Finance Committee (September 4, 2008)

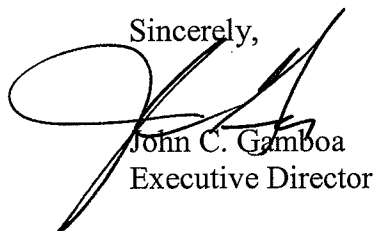
Your efforts did not go unnoticed. As you know, there are now numerous voluntary initiatives by foundations and community leaders alike to increase the diversity of foundations around the country. In California, legislators proposed legislation to seek diversity data from major foundations that led to a historic commitment by 10 foundations to invest in a multi-year and multi-million dollar capacity building and access initiative for minority-led nonprofits.

Community leaders in New York, Pennsylvania, New Jersey, and Florida are also organizing around this issue after observing our efforts in California. And thanks to you, major policy-makers are now taking notice.

The September 4, 2008 Chronicle of Philanthropy issue is headlined "Debating Charity's Role." The edition has several articles that discuss whether tax incentives need to be changed to better serve the poor, and whether the poor should be the primary beneficiaries of charitable dollars. As you can see, your efforts did not go unnoticed and our next president will most likely address this issue next year.

From all of us at Greenlining, THANK YOU for being a courageous leader in our community. Our efforts to hold philanthropy accountable could have stalled without your support. Please keep up the excellent work of FWCED.

Sincerely,



John C. Gamboa  
Executive Director



Orson Aguilar  
Executive Director Designee