



To Whom it May Concern,

I am writing this letter as a testament to the fact that the “Miracle on 29th Street” works! It is still early in the process but my business has benefited from this program already.

As background information, I recently located a branch of my business; Consolidated Union, which is an insurance agency in the newly gentrified area of Fall Creek Place – this is seven city blocks from Broadway Church. My goal for this location was to be the first business of my kind in this area and to hire “local” residents. Early on I made contacts with folks from Broadway Church and was introduced to “Miracle on 29th Street” and its projected goals. Those goals certainly meshed with mine.

In the past two years I have had in my employ four people recommended to me by the folks at Broadway Church. Three of these employees were a successful match, and the fourth moved on. These individuals were all residents of the neighborhood, and all came to learn and do a good job. The bonus, though, is that I learned more about this world in which we live from them than I believe they learned about business from me. My eyes were opened to social and political realities that I did not know about. As a result this has been a life-changing relationship for me.

My goal is to support Miracle on 29th Street as a mentor and financially so that the “Miracle” can keep on working just as it did for me.

Sincerely,

Tim E. Herd

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