



*The School for Ethics and Global Leadership*

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October 15, 2008

Dear Friends of SEGL:

I am writing this letter from Equatorial Guinea, a tiny nation on the West coast of Africa, where I am investigating corruption tied to the oil industry here. It is assignments like this that convince me, again and again, that we need a new generation of ethically strong, internationally aware American leaders. And I am convinced that The School for Ethics and Global Leadership is the best way to fill this need.

Today we launch a special phase of our fundraising campaign: an ambitious plan to raise \$100,000 in 100 days through contributions of \$100 or more. I am writing to ask for your support.

Over the past two years, we have grown from a one-sentence mission statement to a full-fledged 501(c)(3) nonprofit. We have grown from a small group of idealists to the focus of a network that includes respected universities and think tanks, 22 outstanding sending schools in 16 states, and leading national organizations serving low income students. In close partnership with the National Association of Independent Schools, we have developed an innovative teacher fellowship program that will bring our education model to schools around the country. And we have found a group of initial investors who have pledged nearly half of our start-up funding.

We have accomplished a great deal, but there is more to be done. In order to secure our facility, hire our faculty, and recruit outstanding students from all socio-economic backgrounds, we must continue to meet our development objectives.

If everyone who reads this letter sets two goals for the coming days, I believe we will be successful: First, consider making a contribution of \$100, or whatever you are moved to give. Make your secure online gift at [www.schoolforethics.org/support.html](http://www.schoolforethics.org/support.html) or by sending a check to PO Box 11633, Washington, DC, 20008. Contributions are tax-deductible. Second, share our website and your enthusiasm for SEGL with at least three people who could make an additional gift to the school. (If you would like to join our list of Campaign Leaders, please write to me for a toolkit.)

Thank you. Over the next 100 days, someone from our team will contact each of you to answer questions and share our progress.

Warm Regards,

J. Matteson Ellis  
Chairman of the Board  
202.427.5683 (direct)