

**The Duke of Edinburgh's  
International Award Foundation**

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Mr Tom Pugh  
Principal Surveyor  
Plowman Craven  
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11 February 2013

Dear Mr Pugh,

I am writing to welcome Plowman Craven as a Bronze Friend of the IAF and to recognise your very generous support of the Duke of Edinburgh's International Award Foundation.

The Friends programme is our way of recognising and thanking all who support the Award either through grants, donations, gifts-in-kind or discounted services.

You and a guest are invited to our Friends' Reception, which will take place on Wednesday 18<sup>th</sup> April 2013, hosted by Coutts & Co. at their offices on the Strand in London. We will send you an event invitation via email closer to the time. As a Bronze friend we will send you your certificate after the event.

The International Award operates in over 140 countries and territories to deliver life-changing personal development opportunities to young people irrespective of background or circumstance. In 2011, over 890,000 young people were participating in the Award worldwide.

The impact of the Award on young people is extraordinary: it transforms their lives, as well as having an effect on their communities. Giving young people a chance to achieve and to have that success publicly acknowledged can change their lives and give them a new direction.

Please enjoy the enclosed copy of our *Impact Framework*, which outlines the 9 impacts of the Award. As you will see, we have recently rebranded and modernised our visual identity. This work has been done to ensure that a young person's achievement of the Award can begin to have global recognition and value, positioning the Award as the world's leading youth achievement award.

Once again, thank you for your support and please feel free to contact me if you have any queries.

We look forward to welcoming you to the Reception in April.

Yours sincerely,

Liz Skipper  
Grants & Fundraising Officer