

Onderwerp: -- CONFIDENTIAL -- Fw: Call for Corporate Gifts

Van: amy.m.adams@cummins.com

Aan: brian.duncan@cummins.com

Cc: aurum.helix@yahoo.com

Datum: donderdag 1 maart 2007 22:01:06 CET

Brian:

Attached is the note we discussed in which Nadine is asking for donations of used or un-needed furniture. You can liaise directly with Nadine.

Regards,

Amy

Amy M Adams
Managing Director, Greater Europe RDO
amy.m.adams@cummins.com

----- Forwarded by Amy M Adams/Intl/Cummins on 01/03/2007 19:32 -----

Naima Mouali

<aurum.helix@yahoo.com

.o.com>

To

amy.m.adams@cummins.com

27/01/2007 21:37

cc

Subject

Call for Corporate Gifts

Greetings Mrs. Adams,

Herewith, I would like to request your attention to help me build a dream.

Do you remember at the end of your last French class before Christmas, you briefly mentioned that your company was moving buildings in February? In that conversation, I mentioned that I was going to write to you in the context of a project for which I will need office equipment and that if your company is planning to get rid of any office furniture, that I will be very happy to recuperate it.

My organization's rule is to approach any possible donator in the same way, even if it were just for one chair or table. Every simple thing has a

certain value, especially when it helps to make a project affordable. I have finally completed the standard fundraising document that I will be using for other companies and institutions, beginning of February. You are the first person on Earth to have the honor to see it. I am very honored myself to reveal my projects to a person like you, and I hope you will enjoy reading the fundraising proposal.

To be brief about the proposal itself, let me share with you that Aurum Helix (our non-profit's name) and its Center for Excellence in Diversity Competence serves all migrant communities in Europe. We are currently developing a tool to make ethnic diversity accessible to SMEs and to raise their competitive power in the global economy, and to create jobs for ethnic minorities through that. Please have a look inside our Call for Corporate Giving document attached to find more details.

If you like to find out more about the philosophy behind our diversity concept, I am inviting you to read the article called "Why Try to Fit In If You Can Stand Out" on the Philippine community web site www.babaylan.dk, by way of showing you the size of our field of operation. I am sending you attached a plain text version of the same article for your convenience. I hope you will enjoy the article, and please share it with your colleagues and the other people or organizations concerned with Diversity.

Aurum Helix has a vision for which there is no other reference. That is why it aims to become the global reference in the sector of ethnic diversity. That is why we are keeping the vision and the intention alive until we make it.

Our immediate plans concern the creation of a formal organization, hopefully by mid-February, and the conclusion of a partnership with a major auditor who will guide us in the right code of conduct regarding donations and investments. This will be followed by the diffusion of a press release, and the planning of fundraising events in which we will solicit the participation of socially responsible SMEs and large corporations. We will be inviting the migrant associations, the chambers of commerce, and the enterprises, from all over Europe. We keep our donators informed about any new step.

I hope you won't feel obliged to commit to anything, if it is not possible to help. Though, what is always welcome and what will help are any comments or remarks that could improve the fundraising proposal itself. Please accept my personal approach to you, only to collect material items like old office equipment, old printers and old computers etc.

I am looking forward to receive your support.

I am greeting you with a deep sense of respect and humility. Thank you.

Yours sincerely,

On behalf of The Aurum Helix Team

Naima Mouali

Founder and Project Development Director

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(See attached file: Aurum Helix Vision and Value Statement.pdf)
(See attached file: International Colors Project Brief.pdf)
(See attached file: Partnership Intent with University.pdf)
(See attached file: Center for Excellence in Diversity and
Globalization.ppt)
(See attached file: Naima Mouali_CV 2006.pdf)
(See attached file: CVsubstantialFMH[1].version2engl.doc)
(See attached file: Why try to fit in_Rectified Plain Text Version.pdf)
(See attached file: Cummins_Call for Corporate Giving.pdf)

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