



*Believing in the spirit of a child.*

May 13, 2019

To whom it may concern:

It is my distinct honor to write a letter in support of Sheri McMichael's nomination for the 2019 Business Record's Women of Influence Award.

I have known Sheri for over twenty years through her role as Executive Director of Variety the Children's Charity. In every interaction, Sheri's enthusiasm for improving the lives of children truly shines forth. Sheri's passion for children is infectious. She engages others with her ability to share stories of impact and connect people to the cause. Sheri is one of the key reasons Variety has grown to be one of Iowa's premier charities. People trust Variety because they trust Sheri.

I have also come to rely on Sheri's advice and counsel regarding fundraising. Sheri has a keen understanding of community resources and key stakeholders, and is very willing to mentor others in the field.

Sheri's passion for our community, especially the younger generation, is evident in her participation with Young Variety. Young Variety is an excellent example of the next generation of philanthropists being mentored alongside one of Des Moines Most Influential Boards. Sheri's inclusive nature brings together generations of leaders to help advance Variety's impact in our community.

I cannot think of a more deserving recipient of the Business Record's Women of Influence Award.

Please feel free to contact me with any questions or if I can provide any further information.

Sincerely,

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