Dear *Business Record* Forty Under 40 Selection Committee,

Based on her long track record of philanthropic commitment to nonprofit organizations in the Des Moines area, I hereby endorse **Cassie Sampson** as a candidate for Forty Under 40 recognition.

As the owner of East Village Spa, Cassie has used her platform to support numerous causes, encouraging her clients to participate in charitable work in a fun, feel-good manner. Noteworthy fundraising and in-kind donation events and activities include:

* Spalloween, which Cassie has hosted at East Village Spa for six consecutive years to benefit various local animal rescue organizations. During this event, clients not only make monetary contributions through mini-treatments and a silent auction, but they also have an opportunity to engage with animals and the organizations’ staffs—fostering a positive connection so that clients can immediately see how their dollars will be put to work.
* A 2016 wish-list drive, during which Cassie collected purses, toiletries, sanitary products, and special treats for women being served by the Beacon of Life and teenage girls by Youth Emergency Services & Shelter (YESS). Due to her effective client-marketing strategy, Cassie and her staff filled 50 purses—showing these women and girls people throughout the Des Moines community care for their wellbeing.

Additionally, Cassie’s pledge to serve has evidenced itself in other ways, such as providing an employment opportunity for a woman with disabilities through [Candeo](http://www.candeoiowa.org/about_us/); participating in service activities through her membership in the Rotary Club of Des Moines; and volunteering her talents as a Celebrity Server for the annual Young Women’s Resource Center fundraiser.

Thank you for considering Cassie Sampson for Forty Under 40 recognition. Please contact me if you have any questions or require additional information.

Respectfully,

Amy Tincher-Durik

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