

January 8, 2015

Mr. Jason Swanson

Business Publications Corp.

100 4th St

Des Moines, IA 50309

Dear Jason;

This letter is in support of Brianne Fitzgerald’s nomination for The Business Record’s “40 under 40”. I’ve had the pleasure of working with Brianne over the course of two different United Way of Central Iowa campaign cycles. Brianne served as the non-profit sector’s Corporate Relations Manager and she also worked with other business sectors during the campaigns.

Brianne pulled together a diverse group of business leaders and volunteers effectively managing events, phone calls, and face to face visits with businesses, educating all about United Way funded agencies and services. Although I’m not a stranger to United Way, I was reentering the Des Moines community and appreciated the time she took with me and other volunteers to help us all understand the breadth and interconnectedness of United Way services. It was through multiple interactions with Brianne and watching her with others that I came to understand that this is not just a “job” for her; she driven to improve the quality of life in her community. That passion and drive was, and is, always accompanied by a positive spirit and actions.

She is not only gracious and respectful, but also very talented. She possesses a natural ability to lead and coach others and an understanding of smaller tactics and larger goals. She tracked our process and progress, “nudging” us volunteers as needed to keep us on track and on script. She coached us to customize our approaches as we met with people whom we may not have previously known. In both years I worked with her, United Way met their fundraising goals and Brianne was an important part of reaching those goals.

Brianne is bright, strategic, energetic, and dedicated to helping others. Although sad to see her leave United Way of Central Iowa, I know in her new leadership role at Big Brothers Big Sisters of Central Iowa she will continue to use her talents and passion to improve our community.

Sincerely,



Anne F. Starr, MSW

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