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To Whom it May Concern,

My name is John Affleck, Manager of Communications at Union Gospel Mission. My department is responsible for managing our organization's website, developing our Intranet, designing advertising and promotional materials, producing our monthly donor newsletter, and managing UGM's identity standards. Since September, accomplishing these tasks has become much easier, thanks to the services provided by Elbowroom Design.

In September 2006, we began working with Elbowroom Design on a contract basis. For up to 20 hours a week, at a flat hourly rate, the instant assistance of graphic design and communications professionals is just a phone call or an email away. Their dedicated service and remarkable response time has not only lightened the workload of our staff, it has helped infuse freshness, meet deadlines, and achieve many of our department's goals.

An example of Elbowroom's service and commitment came in February 2007. A major sponsor had recently donated a brand new Dodge Sprinter to UGM, for our outreach teams to use for bringing emergency supplies to hungry, hurting and homeless people on the streets of Vancouver. We needed a name for the vehicle and a decaling concept for the official unveiling presentation that would be taking place in one week's time.

Within the week (and ahead of our deadline!) Elbowroom Design was able to brainstorm names for the vehicle, create three different visual concepts of the van, and create UGM-branded artboards for display at the presentation. Each concept was a huge hit, and Elbowroom's work not only helped impress a major sponsor, but it helped bring a new look to the face of relief in Vancouver.

We regularly rely on Elbowroom Design to maintain our website and publish news releases. Additionally, whenever graphic design or copy writing projects arise that our department is too busy to handle, ERD will take over the project and have it back in our hands by the end of the week.

At Union Gospel Mission, spreading the message of hope in consistent, creative, and effective ways means more changed lives for our clients – which is our number one priority. With every project, ERD is exceeding our expectations.

I highly recommend ERD for your organization's communication and graphic design needs. Their work is consistently first class and innovative – helping make us better every day.

Sincerely,

John Affleck
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