



Camillus House

Camillus House, Inc.
Sponsored by
Brothers of the Good Shepherd
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January 22, 2009

Ms. Sherry Truhlar, CMP, BAS
Red Apple Auctions
1670 Fitzgerald Lane
Alexandria, VA 22302

Dear Sherry:

On behalf of the many men, women and children who are homeless in our community, we want to thank you and your team for helping to make the 9th Annual Hope for All Ball, "**Guayaberas & Good Times,**" on Saturday, December 6, 2008 such a success. We were able to raise over \$1.2 million dollars to support our mission.

Although we've always had a very personable auctioneer who volunteered to conduct the live auction in the past, I wanted to take the gala in a different direction and decided to try a professional, so we hired Red Apple Auctions, incorporated some of your ideas, and ended up surpassing our auction revenue from 2006 by a wide margin.

No one, especially me, expected a record-breaking year when economic news was so dismal! But beyond hitting a new record, what stunned me the most during the live auction, were the new bidders. Guests who had never bid in any prior event were some of my winning bidders. To me, this indicated that maybe the advantage of using a professional auctioneer who was not "known" to my audience ensured our guests felt more comfortable bidding because you engaged everyone in the ballroom with your dynamic personality and they were all treated equally. Your team did such a great job of taking care of everyone on the floor with high energy and fun. You and your team were also very visible and active during the silent auction, which helped us exceed our goal for that segment.

As an event planner, I want each guest to feel special and they did. I believe this is why there was a different energy in the room because each person was a unique entity coming together for the common mission of supporting Camillus House.

Hope is Where the Heart is.

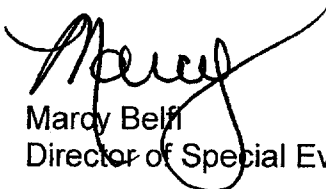


I was pleasantly surprised with my post-event report from Red Apple Auctions. It was thorough and very detailed with great photos and information. Your consultations prior to the event were most helpful.

Camillus House does not want to hold another auction without you. Your services are critical to the success of our event and we hope to raise even more money and surpass our previous goal this December.

Once again, thank you for performing your "magic" and helping us to end chronic homelessness and create a better future for all who are served by Camillus House.

Kindest Regards,


Mardy Belfi
Director of Special Events