



To Whom It May Concern:

Credit Valley Conservation (CVC) is a community-based environmental organization, dedicated to protecting, restoring and managing the natural resources of the Credit River Watershed. Established by the provincial government in 1954, CVC is one of 36 Conservation Authorities in Ontario. As the primary scientific authority for the watershed, CVC works in partnership with municipal governments, schools, businesses and community organizations to deliver locally-based programs.

CVC administers the Greening Corporate Grounds program that is currently being offered to businesses in the Region of Peel in Ontario. Our program helps businesses engage in outdoor environmental practices such as ecological landscaping and storm water management. Our program can help reduce maintenance costs, benefit staff, and improve the overall health and aesthetics of the grounds of the program participants.

We have never undertaken an outsourced Cold Calling Lead Generation Campaign. In working with Lead Generators International (LGI) their process and campaign planning materials walked us through every step of developing a successful campaign that generated nearly triple the amount of qualified Leads they guaranteed in their contract. These were not merely information requests, these were highly qualified Leads who were interested in engaging in discussions to work with us.

In closing, LGI delivered on or exceeded every item in their deliverables. It was a pleasure to work with *them* and we can confidently recommend them for any government or non-profit agency looking to try their own outsourced Lead Generation Campaign.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Deborah Kenley', written in a cursive style.

Deborah Kenley, MLA  
Program Coordinator  
Greening Corporate Grounds