



Thompson Hospitality Services, L.L.C.
505 Huntmar Park Drive, Suite 350
Herndon, Virginia 20170
Telephone (703) 964-5500
Facsimile (703) 964-0505

January 26, 2010

Ms. Davida Williams
Director of Auxiliary Services
Norfolk State University
700 Park Avenue
Norfolk, VA 23504


Dear Ms. Williams:

Devastation often hits the people who experience it most in their lives. The recent earthquake in Haiti has been most devastating. Thompson Hospitality is working with the *Community Coalition for Haiti*, a volunteer organization devoted to serving the people of Haiti and surrounding areas. CCH has set up a restricted fund so that 100% of your (OUR) donations will be used to help those in need in the areas of Haiti hit the worst by the earthquake.

Thompson Hospitality's goal is to raise enough money to build an orphanage in Haiti. This campaign is occurring throughout our company; in our colleges and universities, in our restaurants and retail outlets, and through corporate employee contributions.

With your support, we can, and will, make a difference. In February, in honor of Black History Month, Thompson Hospitality will be launching the *Swipe for Support* campaign at Norfolk State University. Students will have the voluntary opportunity to use their meal swipes as a donation to the *Community Coalition for Haiti* in lieu of eating their meal. Our cashiers will keep track of the donated swipes in the dining hall for each meal period and at the end of the month, Thompson Hospitality will inform you how much Norfolk State University helped contribute to this worthy cause. For every "swipe", Thompson will match 50% of the value of the meal. Because the value of our "swipes" vary throughout our campuses, we will use the average of \$2.50 as the value of a swipe. Therefore, for each student who chooses to donate a swipe, we will send \$3.75 to the Haiti relief effort. Our goal is to launch this program February 1, 2010 and continue the program through February 28, 2010. We will display posters, distribute fliers, and advertise on the Norfolk State University Facebook page, to market the campaign. A sample is included for you as well.

We are very eager to offer aid to Haiti. I encourage you to visit www.cchaiti.org for additional information on the *Community Coalition for Haiti*. If you have any questions about the program, please do not hesitate to contact us. We appreciate your support of such a worthy cause, and look forward to making a difference! As always, we appreciate our partnership with Norfolk State University.

Sincerely,

Thompson Hospitality Board of Directors
Warren Thompson, Chairman

A map of Haiti is visible in the background, showing geographical features and place names such as 'HAITI', 'G', 'de la Gonô', 'Ile de la C', 'Jérémie', 'PO', 'Corail', 'Massi', 'eres', and 'ort'.

Help Us Build an Orphanage in Haiti

40% of the population in Haiti is children. In response to the devastating earthquake, Thompson Hospitality and the *Community Coalition for Haiti* are sponsoring a campaign to raise funds to build a new orphanage. We have a restricted fund so 100% of our donations goes to those in need.

How can I help?

Simply donate your swipe!

In lieu of dining in the dining hall, volunteer your meal swipe and Thompson Hospitality will donate the value of your meal swipe plus we will match 50% of the value of your meal swipe to the *Community Coalition for Haiti*.



Please contact Thompson Hospitality at
703.964-5500 if you have any questions.
www.thompsonhospitality.com



www.cchaiti.org