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Dear

On behalf of NASBA Center for the Public Trust (CPT), I am contacting you today to ask you to help support an initiative that is needed now more than ever in the business community, improving business ethics and ethical leadership. CPT is a subsidiary of the National Association of the State Boards of Accountancy (NASBA). It was developed to educate professionals and students on better ethical leadership, and to recognize, acknowledge and award business leaders who are succeeding while upholding high ethical principles.

The bi-annual National Business Ethics Survey by Ethics Resource Center reported that the pressure employees feel to compromise standards within their jobs is heading toward an all-time high. The CPT works to fight against such pressures and trends. The CPT promotes and encourages ethical leadership at all levels. The CPT awards top business leaders through its annual *Being a Difference Award*. The CPT helps educate professionals with conferences like its annual *Insuring Integrity Conference*. Though Student CPT Chapters, hundreds of university students are meeting and learning from ethical business leaders.

A primary fundraiser for the CPT is an annual auction, held this year on October 29th, in Orlando, Florida in conjunction with the NASBA Annual Meeting. Our goal is to raise \$50,000. The 2011 auction raised \$43,000. After covering our expenses for the auction, we used the remaining funds to help offset the cost of starting 4 new chapters of the Student CPT on college campuses in New Jersey, New Mexico, Ohio and Tennessee, impacting approximately 300 student leaders. We also used the funds to support our *Being a Difference Awards* programs in California, Connecticut and Michigan. Proceeds from this year's auction will be used to help establish additional Student CPT Chapters in Colorado, Ohio, New Mexico, New York, North Carolina, Tennessee, Utah, Wyoming and other states as colleges and universities commit to starting a chapter.

Please consider donating items from your business to this event. This is a unique way to promote your business and to be involved in the efforts of the CPT. We are committed to sharing the news of your partnership with the CPT community through the auction program, flyers, e-news and other communications.

If you are interested in donating this year, simply take a few minutes to fill out the donation form and mail, email or fax it to us.

Sincerely,

*NASBA Center for the Public Trust is a 501(c)(3) nonprofit organization.
Donations are tax-deductible to the extent allowed by law.*