



March 28, 2012

Mrs. Tarita Johnson, MSW
Jr. Deputy Director
Wholistic Stress Control Institute, Inc.
2545 Benjamin E. Mays Drive SW
Atlanta, Georgia 30311

RE: Letter of Reference for Audra Woodard

To Whom It May Concern:

It is with great pride that I write this letter for Audra! She has served as our Creative Director and Trainer since 1999 and her dedication and commitment to the students she worked with has been absolutely outstanding. Audra utilized her ability to share concepts, vision, creativity and her skills to broaden the scope of our creative division and ultimately, enhanced the way the community views the work that we do as an organization.

WSCI has provided the Atlanta community with over 20 years of prevention and intervention services in the areas of abstinence education, mental health, substance abuse, violence, juvenile delinquency and HIV/AIDS prevention services for youth. With Audra bringing forth the creative teachings, marketing campaigns and creative programs to our curriculum, we have been able to open the door to a multitude of additional funding, well exceeding our yearly fund intake prior to her joining our team.

She introduced Green Gelo, an online video program for teenagers, and opened our market to more schools and corporate funders who were interested in working with organizations which used ART to teach teenagers all of the skills our intervention services provided. Audra's ability to analyze current trends and follow market growth truly benefited our organization! She understood our market and she found creative ways to cater to that market, while creating press releases and marketing campaigns that promoted our work to the public. Additionally, her publishing ability opened the door to her establishing a creative essay/poetry newsletter (written by our teens participating in the program) that we use when applying for grants. Lastly, she even enhanced our image when she would partner our organization with celebrities and other corporations to ensure Wholistic received further funding, attention and press.

I can't say enough about Audra's creative vision and how it seems to continue to expand and grow. She has an understanding of current trends, but she also knows how to incorporate that knowledge into a creative package that can serve to benefit all involved. We will TRULY miss her. We will miss her loyalty, dedication, commitment, and most of all, her passion for what she does. I personally have no doubt that she will benefit any organization she chooses to work for. Please do not hesitate to call me if you need further information or if you have questions.

Sincerely,

Tarita Johnson, MSW
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