

BENEVOLENT BROTHERHOOD FOUNDATION

DR. JAMES W. JACKSON
PRESIDENT

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Partners International Foundation
Center for Applied Innovation
MeBoun Foundation
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Yorktown, Virginia 23692

GREETINGS: AN OPEN LETTER OF SUPPORT AND INVOLVEMENT

Benevolent Brotherhood Foundation and Project C.U.R.E fully support the work of Partners International Foundation, its Center for Applied Innovation (CAI) and Me Boun Foundation as it relates to the Healthy Africa Scenarios Exercise (HASE) series. We are proud to be a partner in this effort and the Capital Analysis and Performance Strategy (CAPS) it is producing. We call on all potential donors and Public-Private partners to endorse, support, and resource the CAI and HASE. HASE and the CAI will build true capacity in the countries that use them resulting in both host nation and regional stability and security for the people of Africa.

Twenty one years ago James W. Jackson founded Project C.U.R.E. (Commission on Urgent Relief and Equipment). From humble beginnings the NGO entity has grown into the largest handler of donated medical supplies and pieces of medical equipment. Project C.U.R.E. ships into more than 110 different countries of the world and presently operates eleven different collecting/sorting facilities throughout the USA. Because of this knowledge and experience during his work in over 150 countries, including his specific work in Africa, officials of NORTHCOM, NORAD and HOME LAND SECURITY nominated Dr. Jackson to serve along with the HASE workshops in Africa as a core panel member.

After experiencing the HASE approach in action during Workshop 1 in Accra, Ghana during January 2008, both Dr. Jackson and Project C.U.R.E are more committed than ever to ensuring its continuation and development. One quote of Dr. Jackson that came out of the proceedings was: "I am personally very proud to see what has happened with HASE and the Ghana workshop. For me, what has happened is the first step in trust building because we have set into motion our intentions. That is going to speak very loudly to the health care providers of the developing countries that we plan to target. It becomes a situation where we are willing to come to their turf, where we inclusively invite their leaders into the decision making process. We will be coming, in what I believe, is a non intimidating approach and saying very loudly that they can expect that we will be coming along side them to help them to find answers and solutions to their own health care questions in order to make their own health care program more successful. I believe that the successful trust building component added to the actual successful participation will result in a huge change in global health care practices. Why this approach has not been tried in the past is a mystery to me. What a shame it would be should there be anything that would in any way deter the fine work of what we have seen in the Ghana HASE endeavor."

A crucial product of the HASE effort is **trust**. Before targeted recipients can move to trusting their own ability, they need the necessary and proper information so they will have

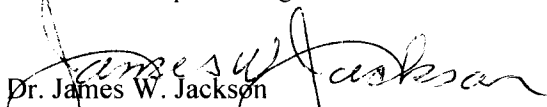
confidence in themselves and their country. If they do not see such help and information coming from a heart of genuine compassion they will be skeptical and hesitant. They will be looking for someone coming from a position of hope and goodness as opposed to someone intent on just pulling certain strings and saying, "We are going to come in and see to it that you do this and that because we're going to save your people from the next epidemic" HASE and the CAPS are the paradigm shift in sustainable development. Internal and external African partners need to accept this paradigm shift in order to accomplish necessary health care changes on the continent.

The HASE series is also providing a level of quantifiable and qualified analysis that is critical, but almost always lacking in program development and deployment in the humanitarian performance area. It has been a policy since the inception of Project C.U.R.E. that before any container loads of medical goods are shipped into a recipient country Project C.U.R.E. shall perform a complete "Needs Assessment Study" on the targeted facility to determine the appropriateness of the goods to be sent and the character of the situation. For 20 years Dr. Jackson has personally performed most of the "Needs Assessments" himself in literally thousands of hospitals and clinics around the world. Project C.U.R.E. has assessed and shipped into nearly every country on the African continent. In executing these missions, it is reported Dr. Jackson may have been in more African hospitals and clinics and has more "on the ground" assessment experience than any other of his generational peers. After reading the draft analysis report from Workshop 1, we thought of the thousands and thousands of hospitals and clinics Dr. Jackson and Project C.U.R.E visited in the many countries around the world. If we would have been able to have had such a research and analysis team to accompany Dr. Jackson we would have had today a most remarkable piece of evidence and research on each facility instead of the 10 page "Needs Assessment" we were able to glean from each facility. We are proud to be part of the research and documentation we are compiling with HASE. Host Nations, United Nations Agencies, Donors, Non-Government Organization (NGO) and military partners will recognize its value for health care work throughout Africa in the years to come.

Another unique accomplishment comes from HASE's success in being truly NGO-led, government supported, particularly with our military partners. It has been our experience to become acquainted with a very large number of exceptionally dedicated and qualified medical people in Africa who really care about their constituents and they have a great passion to serve. For those twenty-plus years it has been Dr. Jackson's privilege to seek out those qualified and dedicated medical people and bring help and hope to them. For The U.S. Department of Defense and other military partners to be a part of focusing resources and attention on those talented and dedicated medical people in Africa could be nothing less than a miracle. I am proud to be even a little part of such an adventure.

At the heart of what HASE is trying to do is goodness. That is extremely powerful. Whenever that has happened in history, people have become willing to give their lives to that and you are able to move mountains.

Project C.U.R.E as an organization and Dr. Jackson personally call on all potential Public-Private Partners to commit their resources to ensure HASE is properly funded and supported. We are committed to both developing and deploying both the HASE approach and the CAPS we are producing.


Dr. James W. Jackson
Founder, Project C.U.R.E.
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