



THE PHOENIX CENTRE FOR CHILDREN AND FAMILIES
LE CENTRE PHOENIX POUR ENFANTS ET FAMILLES
OPERE PAR: RENFREW COUNTY YOUTH SERVICES

April 10, 2013

I am pleased to provide a letter of reference for Marketing Breakthroughs as a provider of Marketing consultation and service to our agency.

The Phoenix Centre is a children's mental health centre, providing a range of treatment services to children and families in Renfrew County. As a part of our suite of services and programs, we are also creators of several national and international programs, one being known as Welcome To Parenting, an all on line prenatal and parenting program.

Marketing Breakthrough was contracted to develop a Marketing Strategy and Implementation Plan for this product, with a specific goal of achieving sustainable revenues within an 18 month period.

To date we have completed the Marketing Strategy and are now entering into the Implementation phase of our plan. During our relationships with Marketing Breakthroughs we have been impressed with several factors.

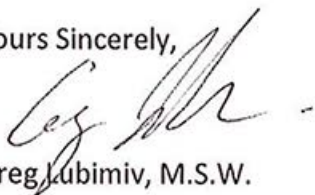
1. **Timelines:** Our project created some very tight time frames as we were also working with a third party funder, who required the plan to be able to make decisions on providing bridge funding for our project. This included have work completed over a weekend. Marketing Breakthrough met every deadline set and in fact exceeded my expectations in making themselves available to ensure we met all expectations of both the third party funder and The Phoenix Centre.
2. **Depth:** As a non-profit agency, marketing a very unique program, we required a marketing company who understood our product as well as our vision, which is not primarily driven by profit margins. Marketing Breakthrough was able to, very quickly, gain an appreciation for not only our vision, but also for the impact our product could have on parents and children in terms of long term positive life outcomes.

3. Breadth: Marketing Breakthrough was able to look at our product, our needs, our interests and out goals and able to provide a marketing strategy that covered all parameters with activities that were realistic and achievable.
4. Challenge: We were seeking a company which would not just bow down to what we dictated we wanted in a plan. We were seeking a company which could critically analyze our thinking and strategies to date. A company which would be able to provide us with some alternate pathways and which was not reluctant to express opinions which might be contrary to our thinking at the time. Marketing Breakthroughs was able to do this and as a result help us to design a marketing strategy which was able to shed some of the barriers and dead weight we had not been able to identify ourselves.
5. Relationship: As a mental health agency, relationships are very important. One of the most impressive components of Marketing Breakthrough is very much their ability to develop a positive and healthy relationship and to convey a consistent message that we are important customers who will be provided the service and attentions that we require. This was evident from every person we had contact with, from reception to the CEO.
6. Teamwork: Marketing Breakthrough did not rely on one person to complete the work which we contracted them for. We felt that they had a team with a variety of talents and skills and they ensured our project was connected with the right people at the right time.

In summary, we are extremely pleased with the people of and the services provided by Marketing Breakthroughs. As we move into our implementation phase we are convinced that we will reach, and even exceed, the target that has been set.

I would certainly recommend Marketing Breakthroughs as a marketing company of choice.

Yours Sincerely,



Greg Lubimiv, M.S.W.
Executive Director