



October 23, 2008

Dear Friends of U.S. Foreign Assistance,

I am pleased to present the Advisory Committee on Voluntary Foreign Aid's (ACVFA) report for its October 2 public meeting. This convening was devoted to the ACVFA's most recent project -- exploring how USAID may better tell its story, both with Americans and U.S. foreign assistance recipients.

The morning commenced with the Subcommittee on Public Outreach presenting its draft recommendations for discussion and feedback. Co-Chair Paul Clark ably outlined how USAID has the ability to build on its strengths. He also portrayed the challenges the agency and its partners face, including how the national security and foreign policy goals of the United States require a more nimble and creative approach. He was followed by Dr. Kristin Lord, a fellow at the Brookings Institution who challenged the Subcommittee in a few key areas including knowing one's audience and cultural sensitivities. The full ACVFA looks forward to releasing the finalized recommendations in mid-November.

Following this discussion, USAID Administrator Henrietta Fore addressed the Committee. Having invited the ACVFA to look at its public outreach work, she welcomed the draft report presented by the Subcommittee. She also provided updates on the Accra Action Agenda and recent events at the United Nations General Assembly.

In closing, I commend this report to the ACVFA community. We look forward to continuing our advisory role in 2009. Future updates may be found on the ACVFA's web page: www.usaid.gov/about_usaid/acvfa/

Sincerely,

A handwritten signature in black ink, reading 'John D. Sullivan', is positioned below the 'Sincerely,' text.

John Sullivan
Chairman
Advisory Committee on Voluntary Foreign Aid