

January 28, 2015

To Whom it May Concern:

AHA! is an organization that Deckers Brands, Inc. supports due of the positive and measurable impact they are making here in our local Santa Barbara area. AHA! has developed a curriculum for working with teens, especially at-risk teens, that yields tremendous growth and positive change during the challenging teen years. These at-risk youth, who might otherwise be getting into trouble after school, are instead participating in the AHA! program and are learning how to relate to each other and to adults in productive ways that pave the way for future success. In addition, they are having a lot of fun doing it!

We have had the privilege of hosting Sing It Out! at our company's headquarters. This is our way of letting our community know that we stand behind AHA!'s mission and want to encourage other individuals and companies to also support reaching as many teenagers as possible.

It is our belief that AHA! should be nationally recognized and nationally available to all teens. Recognition through this NAHYP grant award would be an important step in that direction. We give our strongest recommendation on behalf of AHA!.

Best regards,



Michelle Apodaca

Director, Offices of the Chairman, CEO, COO & CFO  
Director, Corporate Philanthropy