

Dear Sir Richard Branson,

Hello, my name is Gavin McCormack, and I am a Grade 8 student at our local school. I am writing to you because I have a vision for a future where global partnerships drive positive change, and I believe that together, we can achieve great things.

At our school, we are dedicated to making the world a better place by working on projects that support the Sustainable Development Goals (SDGs). We have initiatives focused on promoting quality education, ensuring clean water and sanitation, and fostering innovation and infrastructure. Our aim is to create sustainable communities that thrive on equality and respect for all.

Some of our projects include:

1. **Quality Education:** We run a programme where students teach younger children in the community, helping to improve literacy rates and foster a love for learning.
2. **Clean Water and Sanitation:** We have partnered with local organisations to build clean water facilities in underprivileged areas, ensuring access to safe drinking water for all.
3. **Innovation and Infrastructure:** Our tech club is working on innovative solutions to local problems, such as creating affordable, solar-powered lamps for areas without electricity.

I am inspired by your incredible work with Virgin Group and your commitment to solving global challenges through innovative business solutions. Your leadership in promoting sustainable and ethical practices sets a powerful example for young people like me.

I am reaching out to see if you would be interested in forming a partnership with our school. Together, we can align our efforts to make a more significant impact. Your experience and resources could amplify our initiatives, helping us reach more people and create more sustainable solutions.

Could you please share how you think we could work together to achieve these goals? What advice do you have for students who are passionate about making a difference? How can we involve our communities in this mission to create a better future?

Thank you very much for considering my request. I hope to hear back from you and explore how we can collaborate to inspire and empower more young people to take action.

Your support could motivate not just me, but many other students, to become leaders in building a brighter, more sustainable future.

Yours sincerely,

Gavin McCormack



# Ten Tips to Write a Letter to Make a Partnership

- **Introduce Yourself Clearly:** Begin your letter by introducing yourself. Mention your name, grade, and school to provide context and establish who you are.
  - **State Your Purpose:** Clearly explain the reason for writing the letter. Express your interest in forming a partnership to achieve specific goals and your hope that the recipient can help.
  - **Understand Your Audience:** Research the person or organisation you are writing to. Mention their role and how they can contribute to the partnership.
  - **Describe Your Vision for Partnership:** Paint a vivid picture of the future you envision with a partnership. Use positive and inspiring language to describe how working together can lead to significant achievements.
  - **Provide Relevant Information:** Include important facts and details related to your topic. Explain how your projects or initiatives align with the goals of the potential partner.
  - **Showcase the Importance:** Explain why these goals are important to you personally. Use compelling reasons and examples to highlight their significance.
  - **Make Clear Requests:** Specify what actions you want the recipient to take. Be clear and direct about your requests, outlining specific steps they can follow to form a partnership.
  - **Use Emotional Appeal:** Connect with the reader's emotions by sharing personal stories or anecdotes that illustrate the impact of your projects and the potential of the partnership.
  - **Be Respectful and Polite:** Maintain a respectful and polite tone throughout the letter. Address the recipient properly and use courteous language.
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- **End with a Strong Conclusion:** Summarize your main points and express your hope for a positive response. Thank the recipient for their time and consideration, and mention how their support can make a significant difference.