



USAID
FROM THE AMERICAN PEOPLE

August 25, 2005

The Administrator

Dear USAID Partner:

The U.S. Agency for International Development (USAID) has launched a branding campaign to ensure U.S. taxpayers receive full credit for the foreign assistance they finance. The new USAID Identity, illustrated above, clearly communicates our assistance is, "From the American People." It will be used consistently on everything from project plaques to publications, brochures to banners.

We also have revised our marking requirements for all U.S. nongovernmental organizations (NGOs) that receive our funding. In fact, we engaged in "Administrative Rulemaking" to provide for NGO participation in developing regulations that require all programs, projects, activities, public communications, and commodities to visibly bear the USAID Identity.

The new Marking Rule will be published tomorrow in the *Federal Register*; it can be accessed at www.usaid.gov/branding. Please review it carefully. The rule has been revised significantly since a draft was first published on December 20, 2004. It reflects the public comments we received from many NGO partners and, I hope you will agree, addresses many of those early concerns.

When the rule becomes effective on January 2, 2006, USAID Agreement Officers will incorporate these marking requirements in all new awards—and some existing awards if funds are available—obligated after that date.

I realize you may have questions. All NGO partners are invited to a meeting to explain the new rule on Friday, September 23, from 9:00 – 11:00 a.m., at the Ballrooms of the National Press Club. You can also contact John Niemeyer at jniemeyer@usaid.gov in our General Counsel's Office or my Senior Advisor Joanne Giordano at jgiordano@usaid.gov.

Thank you, in advance, for crediting the contributions of the American people.

Sincerely,

Andrew S. Natsios
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