



## **2008 Richmond Ad Club Pro Bono Applications**

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# 1. Augusta Regional Free Clinic

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## **Description of Organization:**

The Mission of Augusta Regional Free Clinic is to provide health care and related services to those persons and their families who are making a sincere effort to support themselves, but who do not have the means to pay for such services. Our Vision is that every citizen of our community will have access to and receive quality and compassionate health care services despite a lack of insurance or inability to afford the cost of care. This year the Augusta Regional Free Clinic will provide over 5,000 free medical visits, treat 1,200 individual patients and dispense over 15,000 prescriptions with over \$1 million in retail value. Our staff of 5 part- and full-time clinical and administrative employees, along with hundreds of volunteer providers and community administrative support volunteers to assist our patients.

## **Description of Project:**

I would like a professional review of our current brochures and website for the purpose of recommending more visually appealing and better versed, more compelling marketing materials.

## **Materials Budget/Vendor Arrangements:**

Our budget includes about \$7,500 for printing costs and web maintenance fees.

## **Additional Stakeholders:**

Roxanne Moskowitz at Mid Valley Press and Joe Ruoto at Capture Web Design

## 2. Bells For Peace

<b>Contact Person:</b>	Diana Watkins
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<b>Web Address:</b>	www.bellsforpeace.org

### **Description of Organization:**

Bells for Peace is a non-profit charitable organization approved under Section 501C3 of the US Internal Revenue Code – EIN 42-1655165. It was founded on the principles of Dr. John Malcus Ellison, Sr., and his wife, Elizabeth Balfour Ellison, who worked relentlessly in Richmond on promoting excellence in education. It is incorporated in Virginia through the State Corporation Commission and has a board of directors and an honorary board. Hunton & Williams, LLC is the organization's pro bono legal consul. Corporate sponsorships to date have come from SunTrust, Atria, Comcast. Articles have appeared in the Richmond Times Dispatch and Richmond Free Press. Bells for Peace operates at the consent of the National Alumni Association for Virginia Union University and the University's administration. Donations have been received from the community at large, as well as Virginia Union University Alumni and friends. In May 2007, VA Congressman Scott presented Bells for Peace to the United States Congress for the Congressional Record.

The designer of the Belgian Friendship Building was Henry Van de Velde, co-founder of Art Nouveau and Art Deco. The building, the Belgian Pavilion of the 1939 New York World's Fair, was re-erected in Richmond to promote peace, friendship and brotherhood during a period of social unrest and Jim Crow Laws. In addition, the building was an integrated induction site for persons drafted for WWII. Out 161,000 draftees, 41,000 were hired to fight WWII.

### **Description of Project:**

The mission of Bells for Peace is to restore, preserve and protect an international treasure, the Belgian Friendship Building, on the campus of Virginia Union University. Dr. Ellison, first African American president of Virginia Union University, was responsible for rebuilding the Belgian Friendship Building on the Virginia Union campus. Listed as a Virginia Treasure and National Landmark, the Belgian Friendship Building is without its voice – its missing bells - that now ring from the campus of Stanford University in Palo Alto, California. The bells were found at Stanford in 2004 by Alan Nelson, brother to Dianne Watkins. She clued him about the existence of a carillon. As it attracts attention to the bells, Bells for Peace will chime for the tenets of a peaceful society: access to education, health care, housing, employment, and equality of justice. The Verdin Company of Cincinnati will have the bells cast in the Netherlands at Petit Frisen, the same foundry that forged the originals for Stanford. The Embassy of Belgium has pledged 4 bells for the tower. Bells for Peace has raised funding for 4 more as it works to supply a total of 23 to make a carillon. There have been a number of national and international articles that have

been published regarding the project. Some may be found on the website at [www.bellsforpeace.org](http://www.bellsforpeace.org) On April 2, 2008, Stanford acknowledged its connection to VUU after 65 years.

**Materials Budget/Vendor Arrangements:**

Bells for Peace is operating from a slim budget. Most administrative resources have come from out of pocket investment by its founder and board members. Its first fund raiser, held in April 2006, an inaugural program that attracted almost 800 guests, was fully paid by program receipts. Funds on hand to date are encumbered specifically to purchase the bells for the university's 161 ft. Vann Memorial Tower. Bells for Peace seeks pro-bono support from area vendors. Bells for Peace seeks a broader local, state, and national forum that will unleash the dollars needed. It is expected that vendors in the community, because of the nature of the project and its powerful mission, will provide support.

**Additional Stakeholders:**

Bells for Peace has a board of directors comprised of individuals who share their expertise from their homes in various areas of Richmond, Virginia, and other states. It has an honorary board of directors comprised of illustrious individuals who have agreed to the use of their names to help advance the cause. A list of members is attached.

**Other Comments:**

Other comments: Bells for Peace is a very important program that enhances the Greater Richmond community, region, state and nation.

The Richmond Ad Club will be extremely helpful in assisting in the promotion of the project particularly within the Greater Richmond community, its region, state and nation. Bells for Peace is unique because it operates separately from Virginia Union University. The bottom line is education. As Virginia Union University flourishes in the community at the highest manner possible, so does the entire community.

### 3. Big Brothers Big Sisters of Greater Richmond & the Tri-Cities (Black Tie & High Tops Event)

<b>Contact Person:</b>	Mark Bowen
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<b>Web Address:</b>	www.bigbrobigsis.com

#### **Description of Organization:**

Big Brothers Big Sisters of Greater Richmond & the Tri-Cities assists young people in reaching their potential by matching them with a caring adult volunteer through professionally-supported one-to-one mentoring relationships. Our BBBS affiliate is one of over 400 affiliates nationally, one of 9 statewide. We serve the children in the Greater Richmond & Tri-Cities region.

#### **Description of Project:**

The Black Tie & High Tops Gala & Auction is one of two main fundraising activities that BBBS of Greater Richmond & the Tri-Cities executes annually. April 4, 2009 will mark the second year of this basketball-themed event held on the Saturday evening of Final Four Weekend. With big screens showing the double-header of the biggest games of NCAA men's basketball tournament, attendees will also enjoy scrumptious food and spirits, and supporting BBBS of Richmond through live and silent auctions. The 2008 event was held at the University of Richmond Robins Center, and plans are for it to return to this location in 2009.

#### **Materials Budget/Vendor Arrangements:**

In 2008, between \$2,500-\$3,000 was spent on invitations/programs/posters for the event, and most of the publicity came from press releases and PSA's and through media relationships. Since we are a non-profit, similar measures will take place, with some smaller purchasing, in 2009.

#### **Additional Stakeholders:**

Sandy Milliken, Executive Director, BBBS of Greater Richmond & the Tri-Cities

#### **Other comments:**

With the 2008 inaugural event, a logo was created and established. This event was previously known as the Yellow Tie Gala. This new event has so much tremendous growth potential, with the exciting theme of "March Madness" relating well to the Richmond region. The services that Big Brothers Big Sisters of Greater Richmond & the Tri-Cities provides to our area's youth continue to be invaluable and integral part of all of our Communities.

## 4. Center for Human-Animal Interaction

<b>Contact Person:</b>	Ms. Denice Ekey
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<b>Web Address:</b>	www.chai.vcu.edu

### **Description of Organization:**

The Center's mission is "improved health and well-being through human-animal interaction". Three goals help us achieve that mission. Our research goal is to increase knowledge of the benefits of the human-animal bond through interdisciplinary research. Our educational goal is to improve the understanding of those benefits (through community awareness events, presentations to schools and local organizations etc.) and our clinical goal is to enhance health and well-being through our community wide Pet Loss Support Group and our Dogs On Call program of animal assisted therapy and pet visitation in the VCU Medical Center. The "Dogs On Call" (DOC) program is made up of volunteers who bring their trained and certified therapy dogs into the hospital to visit patients, family and staff.

### **Description of Project:**

A continuing project is to increase the awareness of our services and needs through media exposure, creative marketing, and ad campaigns that help the Center become more visible. This exposure, in turn, could help generate more resources which would be used to enhance our services to the community, resulting in the increase of therapy dog services, greater knowledge of the value of the human-animal bond, and extended services to include consultation with other community organizations.

### **Materials Budget/Vendor Arrangements:**

Most of our media and print efforts have been done "pro bono" or donated at no cost. We currently are using a brochure that was initially done at no cost, a website that was developed "pro bono" by a student (up-dates to this site are completed "in-house") and promotional videos developed and donated to the Center. Since 2005 we have developed a Dogs On Call annual fundraising calendar which features our dogs "at work" in the hospital. This has been an effort to increase awareness of the wonderful work of therapy dogs and to raise money for the program. The Center tries to obtain University and community sponsors to help defray production costs of this DOC calendar while using volunteer support for photography and marketing..

### **Additional Stakeholders:**

Dr. Sandra Barker – Director of The Center For Human-Animal Interaction

### **Other comments:**

The Center would like to enhance services in the hospital and the community through increased visibility and greater knowledge of the value of the human-animal bond. This is a truly wonderful organization but not one that is well known. Our three goals work together to help those we

serve. It is indeed heartwarming to see this work “in action” through the DOC program and know the difference these therapy dogs make in the lives of those they touch. Increasing the knowledge of the value of the human-animal bond can only enhance the health and well-being of all those who could be served.

## 5. Chesterfield Center for the Arts Foundation

<b>Contact Person:</b>	Betty Matthews, Chairman
<b>Address:</b>	11801 Centre Street, Chester, VA 23831
<b>Phone:</b>	o: 804-748-5555; h: 804-748-8289
<b>Fax:</b>	
<b>E-mail:</b>	chesterfieldcenterforthearts@verizon.net
<b>Web Address:</b>	www/chesterfieldartsva.org

### **Description of Organization:**

The Chesterfield Center for the Arts Foundation is a 501 (c) (3) non profit organization. Our mission is to fund and support the construction of a full time Chesterfield community arts center in partnership with Chesterfield County.

### **Description of Project:**

We need extensive advertising to promote awareness of our mission, our events and our need for community involvement and financial support.

### **Materials Budget/Vendor Arrangements:**

Our advertising budget for 2008-09 is \$750.00. We have no arrangements with any vendors to supply materials. Our advertising space at no cost is very limited. The County Library Department provides information to the Village News about the Artist Reception we sponsor the first Saturday of each month.

### **Additional Stakeholders:**

The CCAF Board of Directors: Thomas Brewer, Pat Dodd, Stacy Chisholm, Barbara Glick, Dawn Grosick, Michael Mabe, Sherry Minson, Ann Totty, Dr. Robert Wagenknecht. All CCAF Board of Directors are volunteers. We have no paid staff.

### **Other comments:**

Having a Chesterfield community arts center has been a dream for many years. The project of a new Chester Library and Arts Center was proposed in the early '90's. The land for the new library and arts center was purchased through a Bond Referendum in 1996, but only include building funds for the library. A Bond Referendum with a 'matching grant' from the community was passed in 2004 to build the arts center.

## 6. The Daily Planet

<b>Contact Person:</b>	Susan Sekerke
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<b>Fax:</b>	804-783-2514
<b>E-mail:</b>	sekerke@dailyplanetva.org
<b>Web Address:</b>	dailyplentva.org

### **Description of Organization:**

The Daily Planet is a 501(c)3 organization providing essential programs for homeless and underprivileged individuals in the Greater Richmond area. These programs include case management; substance abuse services; a job training and placement program for the homeless; transitional housing for the mentally ill chronically homeless, a respite program for homeless individuals being released from area hospitals after illness or injury; and a health care center for the uninsured and underinsured. The Daily Planet's Health Care Center is the only freestanding health center in the Central Virginia area that targets the homeless and underprivileged on a non-emergency basis, regardless of ability to pay. Currently the Center's health services are offered through four individual clinic settings: primary health; mental health; vision; and dental.

### **Description of Project:**

Daily Planet Healthcare Center is a leader in providing health care provider services to the homeless and underprivileged. However, many people in the community associate it with serving the homeless, and therefore, are hesitant to come because of their misperception. We need to rebrand the clinic to change people's perceptions and let more people in need of health care know about the services it offers.

### **Materials Budget/Vendor Arrangements:**

Universal Leaf provides pro bono printing for the Daily Planet. In regards to TV and radio, we have no specific budget for these mediums, but have several contacts in both arenas and feel if we have solid creative we could get air time.

### **Additional Stakeholders:**

We would have to get input from our Executive Director, Medical Director and our fund development committee, but for the most part the contacts listed above would give approval.

### **Other comments:**

n/a

## 7. Faber Amorum Foundation

<b>Contact Person:</b>	Matt Cowan
<b>Address:</b>	4600 Grove Avenue, Richmond, VA 23226
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<b>Web Address:</b>	faberamorurum.com

### **Description of Organization:**

Faber Amorum has a three-fold mission: (1) to support programs for children with chronic diseases such as growth disorders, diabetes, etc., (2) to provide unique educational opportunities especially for gifted and/or talented students and their teachers, and (3) to fund and engage in projects that promote preventative health in children.

Faber Amorum contributions from individuals, corporations, and other entities, and distributes the funds to various projects that achieve the goals of the Foundation. The Foundation is currently collecting donations to help fund the GoldStar project.

### **Description of Project:**

Recognizing the devastating consequences to our children (and the nation) of the current epidemic of obesity, and the ever increasing complexity of the care provided by school nurses to their students, Faber Amorum Foundation is promoting the long-term health of students by working with school nurses and providing them an electronic medical record called GoldStar.

The GoldStar program helps schools address the health needs of students, with particular emphasis on managing chronic diseases such as diabetes and asthma, detecting students at risk for health problems (including those whose growth indicates a risk of obesity), improving health education, and improving communication with parents and students' physicians. The program also allows screenings for inadequate immunizations, and for symptoms of infectious diseases and bioterrorism.

The objective is to anticipate and prevent health problems, or detect problems early and intervene before they progress.

### **Materials Budget/Vendor Arrangements:**

We can budget \$5000 for materials/media placement. We are optimistic about the prospect of free or no cost placements, but we have not begun soliciting them. The results of the Ad Club's assistance would be featured prominently in our online presence and fund-raising efforts.

### **Additional Stakeholders:**

Angie Woodson (The Foundation's director)

### **Other comments:**

We are currently implementing the GoldStar program in six public schools. While we have the staff necessary to implement and support the project, we don't know what we're doing when it comes to advertising/branding (and unfortunately we don't have funds available to hire staff or an outside consultant). We know the project helps children and have received much positive feedback and interest, but are not sure how to approach and effectively communicate our message to potential donors and the public in general (which perhaps is evident even in this proposal!). Thanks!

## 8. Gay Community Center of Richmond

<b>Contact Person:</b>	Jay Squires, Executive Director
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<b>Phone:</b>	804-353-8890
<b>Fax:</b>	804-353-0776
<b>E-mail:</b>	jsquires@gayrochmond.com
<b>Web Address:</b>	gayrichmond.com

### Description of Organization:

#### FOUNDING AND EARLY HISTORY

GCCR was founded in 1999 and began operations in August, 2000. Its founders perceived that the Richmond, Virginia area's Gay, Lesbian, Bisexual and Transgender (GLBT) people were underserved by non-profit organizations dedicated to improving the culture, health and community standing of the GLBT community. This situation was not caused by a lack of dedication on the part of activists and GLBT community leaders. Instead, funding for community service programming was virtually non-existent, and this funding gap crippled the implementation of many valuable community service programs.

In August, 2000, GCCR opened Diversity Thrift, a charity thrift store designed to raise revenue that in turn would be used by GCCR to fund, through grants and direct donations, the operations of established and start-up community service organizations serving Richmond's GLBT residents. Diversity Thrift began in a small storefront on the Boulevard and quickly grew into a profitable operation that served the mission of GCCR and benefitted those groups providing direct program services to the GLBT community.

Since its founding, GCCR has granted and donated over \$500,000 to dozens of local and regional community service organizations that either explicitly share GCCR's mission to serve the GLBT community, or that have significant program components that do so. Groups that have received funding since 2001 include the Fan Free Clinic, Richmond Triangle Players, Equality Virginia Education Fund, the Richmond Organization for Sexual Minority Youth (ROSMY), Meals on Wheels, the Virginia Breast Cancer Foundation, the Virginia Holocaust Museum and many others.

#### AN ORGANIZATIONAL TURNING POINT

In March, 2004, GCCR purchased a 47,000 square foot facility on Sherwood Avenue in Richmond's Northside. This building was seen as a perfect location to house the growing retail and bingo operations, and more important, as a facility that could be developed to provide a permanent, multi-purpose Community Center facility for Richmond's GLBT residents.

As completed the GCCR facility includes approximately 14,000 square feet dedicated to retail thrift store sales and approximately 15,000 square feet dedicated to community use, including our 700-seat event hall and a conference facility providing flexible space to accommodate groups of from ten to fifty participants.

## AN EVOLVING PLAN TO ACHIEVE OUR MISSION

The GLBT community is diverse, and counts among its members people from all ethnic, socio-economic and cultural backgrounds. Our community is united, however, in its shared experience of societal stigma and outright discrimination. GCCR is dedicated to providing a welcoming place, free from discrimination where GLBT residents can gather, collaborate, learn and grow in an atmosphere that advances our common goal to achieve full participation, recognition and equality in society.

The mission of the GCCR has remained the same since our founding: “to improve the lives of Gay, Lesbian, Bisexual and Transgender people.” While our mission has remained the same, the manner in which GCCR achieves that mission has changed. GCCR is no longer exclusively – or even primarily – an organization that benefits the GLBT community through revenue-generated pass-through funding. While GCCR continues to provide direct financial support for community non-profits (the GCCR outgoing grant program was revived in March, 2008), GCCR now serves the community primarily as the focal point for the provision of direct service programming through constituent groups and through our own in-house staff.

### **Description of Project:**

We ask for assistance in rebranding our operations from the established brand Diversity Thrift to our developing brand, Gay Community Center of Richmond, together with assistance developing marketing material to effectively advertise our exciting new programming.

### **Materials Budget/Vendor Arrangements:**

GCCR’s budget for marketing production in 2009 will be approximately \$2000 per month, to include all media.

### **Additional Stakeholders:**

Jay Squires, Executive Director, is also CEO of the Foundation, and has full authority to approve all expenditures. Board members and staff may be consulted.

### **Other comments:**

On behalf of the Gay Community Center of Richmond, I am pleased to submit an application for the Non-Profit Partnership Program sponsored by the Richmond Ad Club. I have attached materials in support of this application.

The Gay Community Center of Richmond is a trade name of the Richmond Gay Community Foundation, Inc. Founded in 1999, RGCF also operates Diversity Thrift. Since its founding, RGCF has been quite successful in earning and raising money to benefit local non-profits that focus on metro Richmond’s Lesbian, Gay, Bisexual and Transgender residents. Historically our marketing needs were small, but times have changed.

In August 2007 the RGCF board voted to change its focus to concentrate on the development and operation of a true community center for LGBT Richmonders. Now operating as the Gay Community Center of Richmond, we serve hundreds of visitors each month in our 47,000

square foot facility. We have meeting and event space for groups from ten to 700, a newly opened art gallery and a growing schedule of artistic, cultural and educational programming.

We need expert assistance to effectively market our new role in the community. Diversity Thrift is a strong brand, and our reputation for philanthropy is solid. Now we need to educate both our own community and the broader Richmond community that we're so much more.

If I may say, GCCR presents a unique opportunity to the Ad Club to work with an established organization which needs significant rebranding assistance. We certainly want to continue to benefit from our established Diversity Thrift brand, but we have been challenged by the process of promoting our new brand, new focus and new programming. We have so much to offer the community, but even those who have supported us the longest sometimes are confused by our new position.

The Board of Directors has made a firm commitment to marketing GCCR effectively. We are fortunate to have revenue sources which are available to fund the production of marketing material, but we lack the resources to fund the development of an effective campaign.

Such a campaign would show immediate rewards as many more LGBT – and straight – Richmonders benefit from the diverse and well-produced programming hosted at GCCR. I hope you have the opportunity to visit our web site, [GayRichmond.com](http://GayRichmond.com), for an overview of our currently scheduled programs . When you do, I hope you will agree with me that the Gay Community Center of Richmond is ready to roll.

For your additional information, I have posted examples of our current marketing material at an unpublished address, [www.gayrichmond.com/marketing.html](http://www.gayrichmond.com/marketing.html).

Please note that GCCR has no advertising or design staff; all marketing development is done by staff with primary responsibilities in other areas. The Richmond Gay Community Foundation is a registered public charity under section 501 (c) 3 of the Internal Revenue Code.

Thank you for your generous consideration.

## 9. Hilltop Promises

<b>Contact Person:</b>	Carolann Pacer-Ramsey
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<b>Web Address:</b>	hilltoppromises.org

### **Description of Organization:**

A social-community agency who serves families with various needs.

### **Description of Project:**

To develop a branding.

### **Materials Budget/Vendor Arrangements:**

We have \$1500 plus vendors who will print at reduced rates. Additionally, we have found several locations for free space.

### **Additional Stakeholders:**

No one. Two other staff persons who would normally be here are out sick or due to surgery.

### **Other comments:**

We are a small agency with lots of possibilities for making a real difference in our community. However we need branding with a logo so we can begin marketing.

Yes, we are a social ministry, so we offer faith based programs AND community based programs, We hoped that change would help us get grants. It also enabled us to expand our programs listed here...

Parenting 4 Tomorrow  
Anger Management Training  
Teen Parenting Classes  
Build-a-Dad Classes  
Soaring Eagles - children's disability assistance  
Grandparents Raising Grandchildren  
Completing Your Federal Student Aid Forms  
Filing For Disability  
Coaching Families  
Mentoring Youth & Families  
Free Federal & State Tax Return Preparation  
We've Got U Covered - Homeless

## 10. Impact Makers

<b>Contact Person:</b>	Michael Pirron
<b>Address:</b>	Mailing Address: 2318 Stuart Avenue Richmond VA 23220 Office Space: 1127A W Main Street Richmond VA 23220
<b>Phone:</b>	804-332-6383
<b>Fax:</b>	703-832-5551
<b>E-mail:</b>	MPirron@impactmakers.org
<b>Web Address:</b>	impactmakers.org

### **Description of Organization:**

Impact Makers is an Information Technology and Management consulting firm, focusing in healthcare. We are profit and performance driven “competitive social venture” – the critical difference between Impact Makers and our competitors is that all of our profits, and significant consulting services, go directly to our charitable community partners. Our first partner was Safe Harbor, a local domestic violence program that also runs a battered women’s shelter.

Impact Makers is profit-driven, competes in the free-market, and yet by its corporate charter is designed to transform economic value into social value for our community rather than shareholders. Specifically, Impact Makers is truly innovative and unique in that it:

- Provides professional services at market prices
- Competes with other firms to win business
- Pays market salaries to its employees
- Has a volunteer Board of Directors and books open to the public (structured like a non-profit)
- Contributes strategic consulting, and all profits, to charitable community organizations

### **Description of Project:**

Impact Makers could use help with branding (i.e. creating a new logo and letterhead, etc), and an overall marketing / advertising strategy to also include the use of media to get out the word about what we are doing. We truly have an innovative organization with a good story, and until now have not had a budget or the means to drive home national media coverage. With that said, through word of mouth we have been featured in all Richmond printed press and also in some national media, and want to continue that push forward as we move into our 3rd year of operations.

### **Materials Budget/Vendor Arrangements:**

We have no agreement for any ad space or pro bono advertising, but we have some budget for materials and placement as needed if we win this bid we would earmark \$5 - \$10k for our marketing and advertising budget.

### **Additional Stakeholders:**

Ross Decker, the Chairman of the volunteer Board of Directors.

### **Other comments:**

Impact Makers is a very unique “hybrid” social venture – we are structured like a 501c3 but due to the nature of our operations we do not have that status. With that said, we have gotten a lot of press through word of mouth ( <http://www.impactmakers.org/news> ). We would very much be interested to apply for the project, but we would need an approval in our special case to meet the 501c3 criteria.

Website at: [www.impactmakers.org](http://www.impactmakers.org), including a 5-minute interview video that appeared on CNN Headline news in the Richmond market.

Also, we had the cover story of the Metro Business section of the Richmond Times Dispatch on Dec 17th - <http://www.inrich.com/cva/ric/news.apx.-content-articles-RTD-2007-12-17-0017.html>

## 11.Kid Pan Alley

<b>Contact Person:</b>	Jane Colony Mills, Managing Director
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<b>Web Address:</b>	kidpanalley.org

### **Description of Organization:**

In 1999, Paul Reisler, founder of the folk band Trapezoid, went into a Rappahannock County elementary school with a plan for teaching kids how to write songs. Instead, it was the children who actually taught him how to write children's music. He discovered that kids' boundless imaginations and uninhibited thinking make them the greatest song co-writers. Reisler also discovered that songwriting is a wonderful way to teach teamwork and collaboration, to enhance self-esteem and creativity, and teach a love for music and the arts.

In the past nine years, the songwriting program that is Kid Pan Alley has created more than 1,000 songs with more than 20,000 children across the country, from Florida to California. Some of these songs have been recorded by world-class recording artists on three albums: *Tidal Wave of Song*, *Kid Pan Alley Nashville*, which won Parents' Choice and NAPPA Gold awards and was nominated for a Grammy, and *I Used to Know the Names of All the Stars*, to be released October 4, 2008. These songs changed the kids who wrote them, and now they inspire kids and adults all around the country to think, create, and grow.

Kid Pan Alley songwriters, composers, and singers lead students in group songwriting sessions during week-long, in-school residencies, encouraging brainstorming, collaborative creativity, and self-confidence, and inspiring children to be creators of their own music, not just consumers of popular culture. The resulting songs, each developed during two 45-minute sessions, set to music, and performed by the students at the end of the week, celebrate who we are and who we can be, and offer a way for children to talk about some of the most important and complex personal and world issues. Sample song titles inspired through the Kid Pan Alley songwriting process: *My Shoes are Spying on Me*; *My Dog Did My Homework*; *We Could Make a Song About Love*; *Bouncin' off the Bottom*; *Whispering in Spanish*; *Stinky Socks*; *Grandma, Grandpa and Me*; *Angels Watch Them Anyway*.

### **Description of Project:**

While Kid Pan Alley has established a presence and certain degree of name recognition in the Charlottesville, Virginia, area through the guidance and reputation of local singer-songwriter Terri Allard, and in Lynchburg, parts of northwestern Virginia, and Nashville through Paul Reisler's reputation, the name is not readily recognized in Richmond or nationwide, and we would like to improve our "brand awareness" in order to offer this program to students throughout Virginia and across America. As a start-up nonprofit, more of our time, money, and effort has been spent "delivering the mission" (i.e. teaching songwriting in schools) than on

creating brand awareness of Kid Pan Alley. However, since the program has consistently been praised by teachers whose students have participated in the Kid Pan Alley process, we feel that a compelling, informative outreach campaign would allow Kid Pan Alley to grow beyond its current reach, promoting community awareness nationwide of the arts as essential elements of instruction in the lives of children.

**Materials Budget/Vendor Arrangements:**

With the recent hiring of a Managing Director, Kid Pan Alley now is focusing efforts on identifying and securing funding for public relations and advertisement costs as well as our songwriting programs. We currently are in the midst of a public relations campaign to promote activities in the Charlottesville area (a fundraising event prior to the Fall 2008 Foxfield Races and two CD release concerts at The Paramount Theater to celebrate the completion of I Used to Know the Names of All the Stars, an album of 18 songs written with students in the Charlottesville-Albemarle area). We have secured \$2,500 in donated TV advertising toward this effort, plus numerous opportunities for free PR from local radio stations (PSAs, interviews, live on-air performances), and feature stories in local newspapers. We are working on additional partnerships with media outlets, including WHTJ-PBS and Paladin Media Group. Should Kid Pan Alley be selected as the Richmond Ad Club's partner for 2008, we would focus additional effort on securing donated advertising space.

**Additional Stakeholders:**

Paul Reisler, Founder and Artistic Director

**Other comments:**

For samples of press coverage of Kid Pan Alley, please visit:

<http://www.kidpanalley.org/press.html>

[http://www.dailyprogress.com/cdp/entertainment/columnists/backstage/article/free\\_concert\\_is\\_right\\_up\\_your\\_kid\\_pan\\_alley/27617/](http://www.dailyprogress.com/cdp/entertainment/columnists/backstage/article/free_concert_is_right_up_your_kid_pan_alley/27617/)

<http://www.caar.com/rewarticles/view/355>, and <http://www.nbc29.com/Global/story.asp?s=8960629>.

For samples of songs written through the Kid Pan Alley program, please visit <http://www.kidpanalley.org/music.html>

To see what others say about Kid Pan Alley, please visit <http://homepage.mac.com/kidpanalley/FileSharing3.html>

## 12. Partnership for Nonprofit Excellence (PNE)

<b>Contact Person:</b>	Marium Ahmad-Kazmi, Coordinator, Special Initiatives
<b>Address:</b>	Suite 110, 7501 Boulders View Drive. Richmond, VA 23225
<b>Phone:</b>	804-330-7400 ext. 108
<b>Fax:</b>	(804) 330-5992
<b>E-mail:</b>	mahmad-kazmi@tcfrichmond.org
<b>Web Address:</b>	tcfrichmond.org

### Description of Organization:

The Partnership for Nonprofit Excellence was created in December 2006 as a supporting organization to The Community Foundation Serving Richmond and Central Virginia. By its definition, a partnership brings a spirit of cooperation to address a common goal and the recognition that we can learn from and support each other through the common experiences that bind us. In the past, several programs in the Richmond area, housed under different entities, had been working to meet the diverse needs of the community. The Partnership brings together the programs of Especially for Nonprofits, ConnectRichmond, and Hands On Greater Richmond under one umbrella to ensure that all volunteers, staff, and board members across the region have access to resources critical to the success of Richmond's charitable network.

The Partnership aims to meet the organizational and technical needs of individual agencies and to improve the collective strength of the region's nonprofit sector through a focus on the following four core areas:

- **Professional growth and development:** The Partnership seeks opportunities to offer low-cost, high-quality educational opportunities for nonprofit staff and volunteers. This is achieved through the Especially for Nonprofits (ENP) program offered as part of the Virginia Commonwealth University's Office of Community Programs. Website: <http://www.community.vcu.edu/programs/nonprofit/index.html>
- **Communication resource network:** The Partnership promotes resource sharing and communication within the nonprofit sector through ConnectRichmond. ConnectRichmond is a central point of access to local information, data, resources, and communication channels for citizens interested in building a stronger community. Website: [www.connectrichmond.org](http://www.connectrichmond.org)
- **Volunteerism:** The Partnership supports efforts to engage volunteers in community service through Hands On Greater Richmond which connects individuals and groups to one-time volunteer projects with local nonprofits. Website: <http://www.handsongr.org>
- **Organizational Consulting:** The Partnership provides technical assistance to nonprofits by helping them identify and address issues, strengthen their core skills and capacities, and gain insight, knowledge, and experience to solve problems and implement change. This is achieved through the Organizational Consulting program which provides an assessment and coaching approach that will advance operating excellence for nonprofits. The pilot program begins in Fall 2008.

### Description of Project:

There is significant demand for the programs of the Partnership, but awareness of the PNE has thus far primarily been through word of mouth. As the Partnership evolves, grows in capacity, and launches new initiatives the need has emerged for a marketing plan that will build brand recognition, increase visibility, reinforce awareness of programmatic offerings, and ultimately position the Partnership as the central resource for local capacity building and technical assistance efforts within the charitable sector.

The Partnership would like to develop a high-impact brand, a memorable slogan, a website, promotional materials such as brochures and marketing packets, and a comprehensive marketing and communications strategy to raise awareness about the Partnership and its programs. The Partnership is also open to other projects that may be recommended.

**Materials Budget/Vendor Arrangements:**

The budget for 2008 is \$7500.

**Additional Stakeholders:**

Susan Davis, Snr. VP – Community Foundation, 804-330-7400 Ext. 126,  
sdavis@tcfrichmond.org

Vanessa Diamond, Director – Hands On, 804-330-7400 Ext. 129, vdiamond@HandsOnGR.org

Dr. Nancy Stutts, Director - ConnectNetwork, 804-827-2164, nstutts@connectnetwork.org

Deborah Cuny, Prog. Coordinator – ENP, 804-828-8838, cunyd@vcu.edu

**Other comments:**

n/a

## 13. Richmond Boys Choir

<b>Contact Person:</b>	Billy Dye, Director
<b>Address:</b>	200 South Third St, Richmond VA 23219
<b>Phone:</b>	804-788-6401
<b>Fax:</b>	804-788-6413
<b>E-mail:</b>	billy@richmondboyschoir.org
<b>Web Address:</b>	richmondboyschoir.org

### **Description of Organization:**

The Richmond Boys Choir is a 501 (c)(3) non-profit organization that was founded in 1996 as a collaborative effort of Theatre IV and the Boys and Girls Club of Richmond. Its mission is to build a richer humanity through personal, academic and musical excellence. As RBC approaches its thirteenth season of existence and its tenth season as the VA Chamber of Commerce's moniker "Richmond's Ambassadors of Song" we need a fresh branding and look. The program of the RBC is a three-pronged approach of musical, academic and personal development, an intentional model that is designed to provide a structured, holistic, nourishing environment to young men ages 7 to 17. The mission focuses on musical training, academic support and personal development during after school and weekend hours. In so doing, the boys experience the joy and magic of music while developing leadership skills and abilities and having the opportunity to perform in public venues in the City of Richmond, Chesterfield, Hanover and Henrico counties and beyond. Each participant receives musical training and exposure to music throughout the year in preparation for high profile performances. Our academic program focuses on excellence in academics. Our goal is to improve each student's academic performance and study habits. Our personal enrichment activities vary month to month and are dependent upon the needs of the boys. We provide engaging speakers and workshops to address the issues of healthy lifestyles, positive decision-making and opportunities to talk in small groups about those issues that confront our youths. RBC is the only after-school program of its type in Virginia. The organization spends the majority of its funds gained through donations and performances to help its members to succeed not only in Richmond but globally.

### **Description of Project:**

In 2006, RBC established a new strategic plan of action to create new and enhanced publicity for the organization that would increase revenue and energize our community. Attractive designed distribution materials are the most visible and requested sources of information on the activities of the RBC. Creative designs and catchy ideas are being sought, e.g., E-news Letter, Website upgrade, Billboards, Promotional products, T-shirt design, etc. RBC is in need of promotional materials, flyers and brochures to market the program to participants, potential members and facilitators, interns, sponsors and donors. We seek help in updating and/or creating and designing an informative, lengthy shelf life series of handouts, promotional materials, and website entries etc; that would promote the benefits and address questions about the RBC program, the incentives for membership, auditions, bookings, processes, accolades and opportunities.

Right now we function with a very amateurish press kit that is in desperate need of professional intervention. This is a tool that is much requested and needed for bookings and performances.

**Materials Budget/Vendor Arrangements:**

The line item in our 2008-09 budget is \$2,500.00 for advertising.

With the needed advertising materials in hand, RBC will approach our current vendors to assist in publications at a reduced rate and/or advertisement space at a minimum or at no cost.

**Additional Stakeholders:**

Administrative Manager: Annette Henry

Richmond Boys Choir Board of Directors Development Committee Chair: Renee Johnson

**Other comments:**

RBC has no advertising or design staff. We have received national honors and introduced our program to an international audience and few know of our hard work. RBC currently has no identifying annual fundraising event. The objective for future communication efforts is to keep the Richmond Boys Choir in the minds of the public, corporate sponsors and community leaders. Currently, RBC is not communicating its efforts on a consistent basis, either about our program or surrounding specific events. The organization seeks to secure media sponsors if we have a marketing plan in place.

The audience for RBC is adults of all ethnic backgrounds. We desperately aim to target and attract young adults and children 7 to 17 for participation and event attendance.

## 14. Richmond Friends of the Homeless

<b>Contact Person:</b>	Shawnee Hansen
<b>Address:</b>	5209 Hackney Rd.
<b>Phone:</b>	804-275-5866 or 804-564-1235(cell)
<b>Fax:</b>	804-743-9089
<b>E-mail:</b>	Shawneey@aol.com
<b>Web Address:</b>	richmondfriendsofthehomeless.org

### **Description of Organization:**

We began in 1987 after I witnessed a young child eating from a turkey carcass pulled out of a trash can shortly after Thanksgiving. My heart was so touched, having young children myself. I just didn't want this happening in my own community. We started serving a nutritious, hot lunch every Monday through Friday. We use the time and talents of 1000+ volunteers, about 80 local churches, synagogues, schools, businesses and civic groups. Have 2 full time staff. Our administrative/fundraising cost is a low 4.99%.

### **Description of Project:**

Every Monday through Friday a nutritious, hot lunch is served to those in need at noon. We have hungry children, the elderly, those struggling mentally, the jobless, anyone in search of a good meal and a kind word. We work in two areas of town simultaneously. Bainbridge/Blackwell is served at the Broomfield CME Church located at 609 Jefferson Davis Hwy. Jackson Ward/Gilpin Court is served at Greater Mt. Moriah Baptist Church located at 913 N. 1st Street. On Saturdays and Sundays a lunch is distributed at Freddie's – 1006 Perry St. Between these three program sites we are currently providing as many as 2600 meals each week. We also offer a wide array of services – distribution of blankets, clothing, toiletries, food baskets, etc. We have a wonderful Children's Program which provides book bags, school supplies, and many services to impoverished youth, hoping to impact the cycle in which they live.

### **Materials Budget/Vendor Arrangements:**

We have \$2400 budgeted with another \$500 for postage available. The Ruth Family at Alphagraphics at Bellegrade has been real nice to work with when we need something printed and gives us a good rate. I am confident we could raise some funds necessary for "production" of helpful materials!

### **Additional Stakeholders:**

I will be only one really, but would like to show everything to my Board of Directors, not for their approval – but because they are interested.

### **Other comments:**

Just a look at our website and you will see how very much your help is needed!!! We are the best kept secret in Richmond – doing amazing things every day, impacting so many lives.

## 15. Richmond Hostel Committee

<b>Contact Person:</b>	Terry Ashby (804-852-7159) and Faye Hager (804-690-2100)
<b>Address:</b>	1002 Christie Road, Richmond, Va 23226
<b>Phone:</b>	804-690-2100
<b>Fax:</b>	
<b>E-mail:</b>	Richmond@potomachostels.org
<b>Web Address:</b>	www.richmondhostel.org; www.potomachostels.org

### **Description of Organization:**

The Richmond Hostel Committee is an all volunteer committee dedicated to establishing a Hostelling International hostel in Richmond, Virginia. The Potomac Area Council of HI is the council of Hostelling International, USA having Virginia jurisdiction.

### **Description of Project:**

Publicize the activities of the Richmond Hostel Project, including:

- Publicizing a fund raising campaign for the Richmond Hostel Project.
- Advertising the hostel's budget-oriented overnight accommodations where guests can rent a bed, lounge, and kitchen. Sometimes the bed is a bunk bed in a dormitory style room with a shared bathroom and sometimes there are rooms with private baths.
- Advertise hostelling related activities organized in the Richmond area.

### **Materials Budget/Vendor Arrangements:**

None. Funding for this project would need to be approved by the Board of Directors of the Potomac Area Council. We would hope that the Ad Club could help us prepare a budget request.

### **Additional Stakeholders:**

John Wills, 703-909-8194

### **Other comments:**

The Richmond Hostel Committee is a volunteer group with very limited expertise in the advertising area, but a need to start a major fund raising and advertising campaign in the near future. We would look forward to discussing our project with the Ad Club.

## 16. ROSMY

<b>Contact Person:</b>	Gregg Johnson
<b>Address:</b>	PO Box 5542, Richmond, VA 23220
<b>Phone:</b>	804-644-4800
<b>Fax:</b>	804-644-4368
<b>E-mail:</b>	gregg_johnson@rosmy.org
<b>Web Address:</b>	www.rosmy.org

### **Description of Organization:**

ROSMY provides support, education, advocacy and opportunities to gay, lesbian, bisexual, transgender and questioning youth ages 14-20. We also provide training and resources to adults who work with youth on the specific needs of these sexual minority youth.

### **Description of Project:**

ROSMY was originally the Richmond Organization for Sexual Minority Youth. Our geographic scope has changed to incorporate the entire state of Virginia. We are looking for assistance in rebranding ourselves as a statewide agency.

### **Materials Budget/Vendor Arrangements:**

Our budget for paid advertising is less than \$10,000. We have board members with access to printing services at reduced or no cost.

### **Additional Stakeholders:**

Our Executive Director and/or Board of Directors, depending on the scope of the recommendations.

### **Other comments:**

ROSMY operates on a very lean budget, even as we continue to expand the scope and reach of our services. As we evolve from a local to a statewide organization, the challenge we face creating public awareness becomes even greater. We would be very grateful to the Richmond Ad Club for any assistance you could provide us.

## 17. RX Partnership

<b>Contact Person:</b>	Jenna Clarke, Program Coordinator
<b>Address:</b>	2924 Emerywood Parkway Suite 300, Richmond, Virginia 23294
<b>Phone:</b>	804.377.1057 x 1558
<b>Fax:</b>	804.377.1056
<b>E-mail:</b>	jclarke@rxpartnership.org
<b>Web Address:</b>	www.rxpartnership.org

### **Description of Organization:**

Rx Partnership (RxP) is an innovative public/private partnership dedicated to accessing free prescription medication for Virginia's low-income, uninsured. Established in 2003, the organization began shipping medication with one pharmaceutical partner and in just four years has expanded to include five major pharmaceutical manufacturers and twenty free health clinics and community health centers throughout the Commonwealth. In Richmond, RxP partners with CrossOver Health Ministry to get medication for the community's uninsured who could not otherwise afford it. RxP's innovative model for accessing prescription medication was recognized this past year when it became the first nonprofit to receive two of the most prestigious national recognition awards in the nonprofit industry -- the 2007 Peter Drucker Nonprofit Innovation Award and a 2008 Mutual of America Community Partnership Award.

### **Description of Project:**

Rx Partnership (RxP) provides an innovative solution to the problem of access to prescription medication for the uninsured. We are constantly working to get more pharmaceutical manufacturers to join the program in order to access more vital medications. The program has already made a significant impact on the community – to date, more than 18,000 uninsured patients have received over 100,000 prescriptions for a retail value of over \$17.5 million. Creating awareness about the program through marketing and advertising is a critical method through which RxP can be even more successful in accessing free medication for the people who need it most.

An integrated, strategic marketing campaign could significantly help RxP raise awareness of its program and better fulfill its mission. As part of RxP's overall strategic plan created by the Board of Trustees, RxP identified marketing as a key staff initiative with the specific goal "to promote, enhance and cultivate interest and involvement in RxP through development of a marketing plan." In light of this organizational goal, staff created a marketing budget and put in place the financial support necessary to achieve such a goal. With the help of the Richmond Ad agency's strategic and creative concepts, RxP could help realize this element of the strategic plan. This could help the organization secure more free medication for the uninsured by raising awareness of the program and achieving specific marketing objectives that could lead additional pharmaceutical companies to join the program, as well as free clinics, volunteers and donors. It could also help current stakeholders get the information they need to get further involved in the solicitation of new partners to the program and stimulate new partnerships with similar community organizations.

This is also a strategic time for RxP to launch a significant marketing campaign. This past fall, RxP participated in PUNCH design firm's CreateAthon, where designers created a new logo and poster for RxP. This year, we hope to further incorporate those design elements into the organization's marketing materials in order to make them more targeted and effective. Rx Partnership was also recently named one of ten Merit Finalist for the 2008 Mutual of America Community Partnership Award. To promote this achievement, Mutual of America will provide RxP with marketing benefits that include a small event, annual report profile and full-page feature in the Chronicle of Philanthropy. This is a unique opportunity that RxP could use to raise awareness and gain resources, but it will be important to work with professionals in order to develop a strategic and creative plan that will integrate this achievement and publicity into an overall, mission-focused marketing campaign.

**Materials Budget/Vendor Arrangements:**

Rx Partnership's current marketing budget is \$5,000, with an additional \$5,000 allocated to cover the cost of printing. The Rx Partnership Board could potentially agree to allocate an additional amount for materials/media placement if a specific campaign were developed with accompanying expenditure projections. In addition, RxP is also attends a number of conferences and events free of charge or at a significantly reduced rate due to its unique partnership with other nonprofits in the community. These events help RxP create awareness of the program with the general public as well as with potential donors and pharmaceutical partners. In addition, RxP is currently researching Google Grants as a possibility for securing advertising space at no cost – a grant that would require a significant amount of strategic planning and coordination in order to execute effectively.

**Additional Stakeholders:**

Amy Yarcich, Executive Director of Rx Partnership would be involved in the approval of any projects. Board Members would also be solicited for their input as needed.

**Other comments:**

Although Rx Partnership has a significant need for extensive marketing and branding work, as well as the means to produce it, what the organization lacks is the strategic concepting and marketing expertise required to implement such work. The Rx Partnership team consists of three full-time staff and one part-time accountant. The organization does not currently have any person on staff entirely dedicated to marketing and communications. RxP could benefit significantly from a campaign that would raise awareness of the program among key stakeholders and community members, thereby attracting new investors and gaining attention from potential pharmaceutical partners in order to progress toward fulfilling our mission of increasing access to free medication for Virginia's uninsured. We believe this partnership would be mutually beneficial, strengthening RxP's communication efforts and effectiveness as an organization, while providing the Richmond Ad Club with a challenging project that would allow for creativity, flexibility and significant community impact.

## 18. Special Olympics Virginia

<b>Contact Person:</b>	Holly Claytor
<b>Address:</b>	3212 Skipwith Road, Suite 100/Richmond VA/23294
<b>Phone:</b>	804-726-3025
<b>Fax:</b>	804-346-9633
<b>E-mail:</b>	hclaytor@specialolympicsva.org
<b>Web Address:</b>	www.specialolympicsva.org

### **Description of Organization:**

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

By using sport as a vehicle for social change, Special Olympics Virginia strives to create opportunities for meaningful interaction and self discovery for everyone, and the organization's goal is to open the heart and mind of every Virginian to the value and abilities of persons with intellectual disabilities. Special Olympics Virginia Inc. is the state program of Special Olympics Incorporated.

### **Description of Project:**

We would like the Design Team to partner with us on our Urban Programs, which offer athletic training to students and community members in the City of Richmond and Petersburg who have intellectual disabilities. As the only program of its kind, it meets a valuable need for an often isolated population that generally doesn't have the means or resources to participate in our program, or any program, for that matter.

Urban Programs uses sports as an instrument, a means to aid the physical, social, emotional and mental development of people with intellectual disabilities. The mastery of a new skill is a deeply satisfying experience for everyone, and that experience is particularly important to the people we serve who must struggle to acquire other basic skills, such as reading and simple mathematical competence. The program is especially useful for inner city youth. By teaching discipline, self-respect, sportsmanship and perseverance, it instills in students important qualities that may not be learned in the single-parent households where they often live.

We would like assistance branding and marketing this program in the Richmond community, to include brochures to hand out to schools; materials such as ads to encourage community/ volunteer support; marketing materials surrounding two of the major Urban Programs events, the Walk-a-thon and the Youth Summit, during which students – both disabled and non-disabled – come together to discuss youth issues with an attempt to bridge the gap between the student populations; posters; and assistance with Project Unify, a grant-funded project from the

Department of Education to aims to encourage more interaction between disabled and non-disabled students and in turn, build more inclusive communities.

These materials and marketing plan will help us take this essential Richmond program to the next level, and in turn, involve more athletes and community members in our mission.

**Materials Budget/Vendor Arrangements:**

Special Olympics Virginia has a production budget to cover all post-design expenses. We also partner with many local agencies and could reach out to them with these new materials and opportunities for increased support, as well as approach new possible partners. We also have many strong media relationships in the Richmond area; with new materials and resources, we could approach them about year-round partnerships.

**Additional Stakeholders:**

Floyd Miller, Director of Urban Programs

**Other comments:**

By creating professional design elements for Urban Programs, we can increase public awareness of our mission and in turn, achieve our larger purpose: providing a venue for the community to have genuine interaction with people with intellectual disabilities (our athletes) and change their minds and perceptions about this often marginalized population.

## 19. Tricycle Gardens

<b>Contact Person:</b>	Lisa Taranto
<b>Address:</b>	211 W. 7th St. Richmond, VA 23224
<b>Phone:</b>	804-231-7767
<b>Fax:</b>	
<b>E-mail:</b>	<a href="mailto:lisa@tricyclegardens.org">lisa@tricyclegardens.org</a>
<b>Web Address:</b>	<a href="http://www.tricyclegardens.org">www.tricyclegardens.org</a>

### **Description of Organization:**

Tricycle Gardens is a 501(c)(3) non-profit organization whose mission is to promote flourishing communities through community gardens, environmental education, and sustainable urban development. Tricycle Gardens was formed in 2001 by a group of neighbors and friends who transforms an overgrown and abandoned lot in CHurch Hill into a lovely garden that has been growing vegetables, flowers, herbs, berries, beauty and friendships ever since. Empowered by our success and guided by our vision of creating environmentally sustainable, healthy and self-sustaining communities throughout Richmond, we are now working closely with neighborhood organizations, non-profit foundations, businesses, government, and schools to accomplish this goal. Working in partnership with Virginia Commonwealth University, and with generous support from the Robins Foundation, Lewis Ginter Botanical Garden, Better Housing Coalition, Jackson FOundation, Community Foundation, and Waterworks, members of the business community and numerous individuals, we are together building a vibrant network of friendships and communities committed to making the city a green, beautiful and healthy place for al of us to live.

### **Description of Project:**

As noted above, our mission is to promote flourishing communities through community gardens, environmental education, and sustainable urban development. To accomplish these goals we have done and are presently doing the following: first, we have helped four communities develop their own community gardens (see website for more information), are in planning stages to support the construction of two more gardens this year; second we offer regular workshops on the “nitty-gritty” of developing your own community garden, the basics of organic gardening, using rain barrels to water your garden, and gardening for all four seasons; and third, we promote awareness regarding ecology and sustainable urban development through our educational materials, workshops, the relationships we have with various foundations and institutions throughout the city, and the network of friendships we have built over the last two years.

### **Materials Budget/Vendor Arrangements:**

We have been relying on our website/blog and the local community (Church Hill People’s News and others) blogs to spread information, as well as WRIR and ConnectRichmond, and email blasts. These have all been free. We would like to be as creative as possible in using community based media channels. Our 2009 budget for materials/media placement is \$3000. The City of Richmond, Dep’t of Parks & Rec, also spreads information through their own PR.

We have also been looking into placing ads on the GRTC buses. But perhaps most importantly, we are an organization looking to sustainably increase awareness. As such, we are open to any and all creative solutions. And will do our best to put adequate financial resources behind smartly executed, big ideas – even if outside or historical or planned budget.

**Additional Stakeholders:**

Members of the Board of Directors and the Executive Director, Lisa Taranto

**Other comments:**

The Board of Directors and Staff of Tricycle Gardens are composed of dedicated community members who share the values of environmental sustainability, beauty, education, friendship, community, integrated health, local economies, self-sustainability, and creativity. While we have lots of creative energy and drive, we nevertheless do not have any paid professional advertising or design staff, have done only limited advertising or brand work, and are most definitely open to great creative development through partnership. On this note, we should perhaps add that we are guided by what we call ecological thinking and practice, at the center of which is the idea of partnership. We do have the means to produce and run all materials developed by the Ad Club and look forward to the opportunity to work together to help us accomplish our mission.

## 20. Virginia Poverty Law Center, Inc.

<b>Contact Person:</b>	Urmila Oberoi
<b>Address:</b>	700 East Franklin Street, Suite 14T1 Richmond, VA 23219
<b>Phone:</b>	804-782-9430, Ext. 15
<b>Fax:</b>	804-649-3746
<b>E-mail:</b>	Urmila@vplc.org
<b>Web Address:</b>	www.vplc.org

### **Description of Organization:**

The Virginia Poverty Law Center (VPLC) has been representing low-income Virginians for 30 years. The organization focuses on those areas of law that can most affect low-income Virginians, which include Consumer Law, Domestic Violence Law, Elder Law, Family and Children's Law, Health Care Law, Housing Law, and Public Benefits Law. VPLC is the only organization in Virginia providing training to local Legal Aid offices around the state, private bar attorneys, and low-income clients on poverty-related issues.

### **Description of Project:**

VPLC would like to enhance its presence in the Commonwealth and inform the community at-large about the work it does. One way to do this is by highlighting the organization itself and its accomplishments over the course of the past year. VPLC would like to utilize the expertise of the Ad Club to develop an Annual Report of the organization's accomplishments, thereby creating a vehicle to advertise what VPLC does. This way, other organizations and the public will know that VPLC is available to them for a variety of services and legal help. In the Report, VPLC would like to highlight each of the seven practice areas that the organization concentrates on, as well as the legal successes in each of these areas, both from VPLC and the Legal Aid offices around Virginia.

In addition, 2008 marks an important year at VPLC. Two years ago, VPLC sponsored a juried photo contest entitled, "Through Different Eyes: The Faces of Poverty in Virginia". The contest, which was very well received, resulted in a traveling photo exhibit around the Commonwealth of the images that were chosen. VPLC would like to use the photos from the contest in this Report. It would be a fitting end to the traveling exhibit, which is touring in its final city right now and will return to Richmond later this year, and would certainly provide visual interest to the Report. This year also marks the 30th anniversary of VPLC. If possible, in addition to the Annual Report, VPLC would like to create promotional materials that mark the organization's accomplishments over the past three decades. This would be an effective way to promote VPLC and show that it has served the interests of low-income Virginians for a significant period of time.

Choosing VPLC as the Ad Club's charitable beneficiary would be a great honor. The work that VPLC does is crucial, especially to those who are unable to advocate for themselves. Being able to show the work of the organization in a highly visual, informative, and creative way would

be a great asset to VPLC. Since this is the first Annual Report VPLC would be doing, it would be a wonderful starting point for future publications the organization hopes to start.

**Materials Budget/Vendor Arrangements:**

Six thousand dollars has been allocated in VPLC's budget for the printing of materials, which would include the Annual Report. In addition, the organization has set aside \$500 in advertising in order to promote the Annual Report once it has been released.

**Additional Stakeholders:**

Jay Speer, Executive Director of VPLC, will be involved in the approval process on this project.

**Other comments:**

Although VPLC has wanted to issue an Annual Report for a few years now, the crucial element that has been missing is the advertising and design means to do so. VPLC feels that an Annual Report would be a beneficial and tangible way to promote the work that it does in the community. This would also be a great opportunity to highlight Legal Aid cases that have made an impact both in the community and in Virginia at large.

Thank you for taking the time to review VPLC's application. The organization looks forward to being able to work with the Ad Club on what it believes is a worthy, creative project.

## 21. Virginia Victory Games

<b>Contact Person:</b>	Johnna Throckmorton
<b>Address:</b>	8500 Rainwater Rd., Richmond VA
<b>Phone:</b>	804-651-6912
<b>Fax:</b>	804-515-0189
<b>E-mail:</b>	jthrockmorton@hohnerusa.com
<b>Web Address:</b>	vavictorygames.org

**Description of Organization:**

501(c)(3) organization - one-day event held yearly for children 6-21 with physical, visual and/or hearing disabilities. These events are field and track events. They do not qualify for Special Olympics because they have no mental deficiencies.

**Description of Project:**

We need to be "out there" more because there are children eligible that don't know about us. We used to be called "The Rainbow Olympic Games."

**Materials Budget/Vendor Arrangements:**

We have some vendors that give us discounts on printing and some of the board members use their own printers at home and work.

**Additional Stakeholders:**

Lorie Williams, Bernadette Peck, Debbie O'Toole - board members

**Other comments:**

Please check out our website to see the wonderful things we do for these kids and thank you for offering this!

## 22. Volunteer Emergency Families for Children (VEFC)

<b>Contact Person:</b>	Karen E. Bailey, Executive Director
<b>Address:</b>	P.O. Box 35074, Richmond, VA 23235
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<b>Fax:</b>	(804) 379-7933
<b>E-mail:</b>	kbailey@vefc.org
<b>Web Address:</b>	vefc.org

### **Description of Organization:**

Volunteer Emergency Families for Children's mission is helping children and youth in crisis. VEFC recruits, trains and supports volunteers who provide short-term shelter care and mentoring to abused, neglected, runaway, homeless and at-risk children and youth throughout Virginia.

### **Description of Project:**

VEFC is planning our 12th "Give Your Heart to a Child" gala for February 7, 2009. We are in the process of putting together promotional materials for this event to send to potential sponsors and attendees. This gala is our organization's only fundraising event each year and is of critical importance to us this year as we face significantly strained financial pressure.

### **Materials Budget/Vendor Arrangements:**

VEFC has contracts with B&B Printing in Midlothian, VA and also with Imaging Zone in Northern Virginia; both of whom give our organization significant discounts to assist us in our gala printing needs. In addition, we have about \$750 budgeted for materials/media placement costs.

### **Additional Stakeholders:**

VEFC has a very small staff, only two of whom work in the Central Office and prepare for the Gala. Hope Colvin, VEFC's Director of Finance and Program Support works with Karen Bailey, VEFC's Executive Director to make all marketing decisions in regards to this event and will be involved in the approval process.

### **Other comments:**

We hope that you will thoughtfully consider VEFC to be the recipient of the Ad Club's pro-brono services this year. Our organization has served over 16,700 children and youth throughout the Commonwealth of Virginia over the past 30 years. Without notice, we lost a large federal grant a year ago and have been struggling to get back on our feet financially since taking that hit. An organization like ours could benefit immensely from the receipt of a gift such as this. We have always wanted to expand our marketing efforts but financially haven't been able to over the past several years without having to cut critical program funds to do so. We don't want to be Virginia's "best known secret" any longer. Will you **please** consider helping us so that we can continue to help children and youth in crisis in our communities?

## 23. Youth Life Foundation of Richmond

<b>Contact Person:</b>	Sherri Roccaforte—Executive Director
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<b>Phone:</b>	Office: (804) 266-1616 Cell: (804) 919-3919
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<b>E-mail:</b>	SHERRIR485@aol.com
<b>Web Address:</b>	www.ylfr.org

### **Description of Organization:**

YLFR operates after-school and summer Learning Center programs for youth in at-risk communities. We strive to cultivate long term success through an intense academic/leadership mentoring program.

We differ from many youth programs as we hire full time professional teachers that develop individualized education plans for each child, as well as facilitate effective mentoring of the youth by University students, business leaders, and citizens with a commitment to revitalizing Richmond's neediest communities. We are also unique in that we make a long-term commitment to students as they can stay in the Learning Center program from kindergarten through their senior year of high school.

### **Description of Project:**

We need to position ourselves in the community in order to be able to successfully fundraise.

We do have some visibility through a two-page monthly newsletter, a tri-fold brochure, an annual report, a promotional video, and a website. However, we do need to beef up our visibility and finish our new website to position ourselves better in the community. We don't really have a real focused marketing plan.

### **Materials Budget/Vendor Arrangements:**

Our fundraising budget last year was about 41,000, and that included all of our marketing strategies. Most of this funding for advertising came from a grant. Of the 41,000, about 6,000 was actually spent on advertising.

We do have some unrestricted funds to use toward advertising, but without a clear marketing plan, we only set our fundraising budget as 5000.00 for this year. We don't really have any free advertising space, but Style Weekly is doing an article on us in their Richmond Giving insert the end of August 2008.

### **Additional Stakeholders:**

The Youth Life Foundation of Richmond's board of directors will be involved in the approval

process.

**Other comments:**

We have had someone working on our website for the last year and a half. We are the only client they are doing for free, so they have been just trying to work it in as they can, but it is really hurting us not having that updated website in place. We also want to launch a major gift campaign, but I am not sure we have the kind of visibility at this point to capture those major donors. We are at a really critical point in our organization as we are getting ready to open a new Learning Center in Sept. 2008, and we almost double our organization with this opening. We have been in Richmond now for five years, and have some strong support, but not the kind of support it will take to sustain double the organizational capacity.