NON-PROFIT WRITING PORTFOLIO

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On the following pages, you'll find a *very partial* collection of my copywriting credits in the **non-profit sector**, an arena in which I've operated extensively as a marketing copywriter since 2012. See my **non-profit client list** on the final page of this document.

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- STE(A)M Truck 2015-2017 Impact Report (excerpt)
- Georgia Humanities 2014 & 2018 Annual Reports (excerpts)
- The St. Vincent de Paul Society Annual Report (excerpt) and 3-piece direct-mail postcard series
- **Tagline Credits** (5): Atlanta-Fulton Public Library System; Georgia Humanities Council; The Foundation Center; STE(A)M Truck; and Georgia Firefighters Burn Foundation
- The nsoro Foundation - Brochure and articles
- The Foundation Center - Fact Sheets
- Tredeau Design* – Before/After Article

*Most of the above work (and much more) was done in collaboration with Tredeau Design, an Atlanta-area design firm focused exclusively on the non-profit arena. At right, they share their thoughts on working with me.

tredeaudesign
graphic communications

"We've worked with Peter since 2012. He's our only copywriter. Why?

1) **He delivers.** If he says he'll do something, he does it—usually early, always above and beyond, and with multiple great ideas.

2) His writing is clear and concise. He makes complex subjects easy to grasp, and with a **compelling, conversational writing style**—so important in the nonprofit world.

3) **He's versatile.** Brochures. Blog posts. Email blasts. Taglines. Web copy. Annual reports. He's done it all (and more) for us.

4) ***He gets it.*** His creative process and how he thinks really **sets him apart from other writers.** He takes the time to understand the client, the goal of the project, the problem we're trying to solve, and the audience we're trying to reach.

5) On top of being **so talented and professional**, he's **easygoing and fun** to work with. We've never had a phone call without at least one good laugh!"

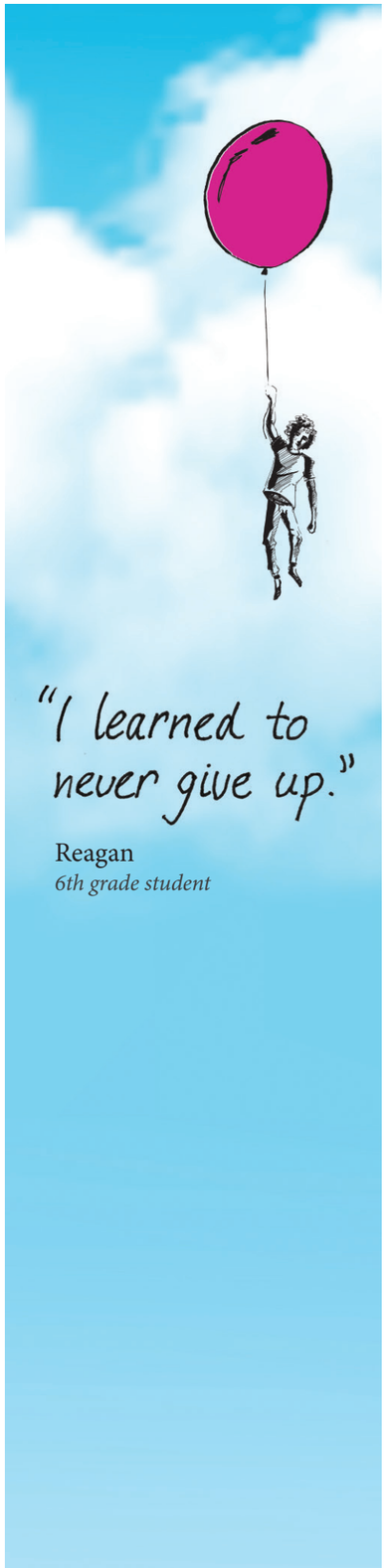
Scott and Meredith Tredeau
Tredeau Design

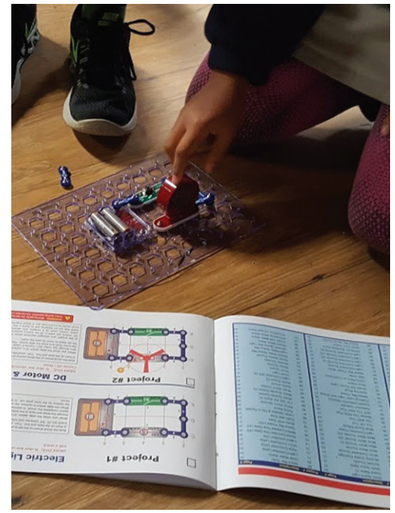
An excerpt from the impact report I did for STE(A)M Truck. I wrote all copy.

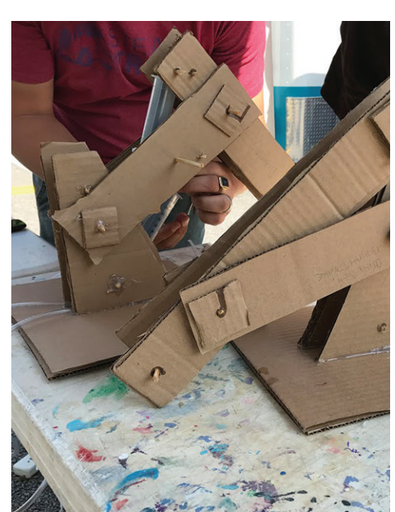
STE(A)M RISES

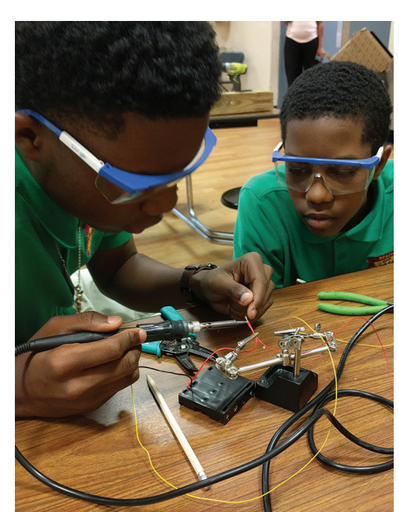
2015-2017 Impact Report

STE(A)M TRUCK









STE(A)M RISES

It's a fact: Expose kids at a young age to more STE(A)M-related training and activities, and you boost the odds that they'll rise in life. And *STE(A)M Truck* is the perfect "vehicle" to make that happen.

We start with the basic building blocks…

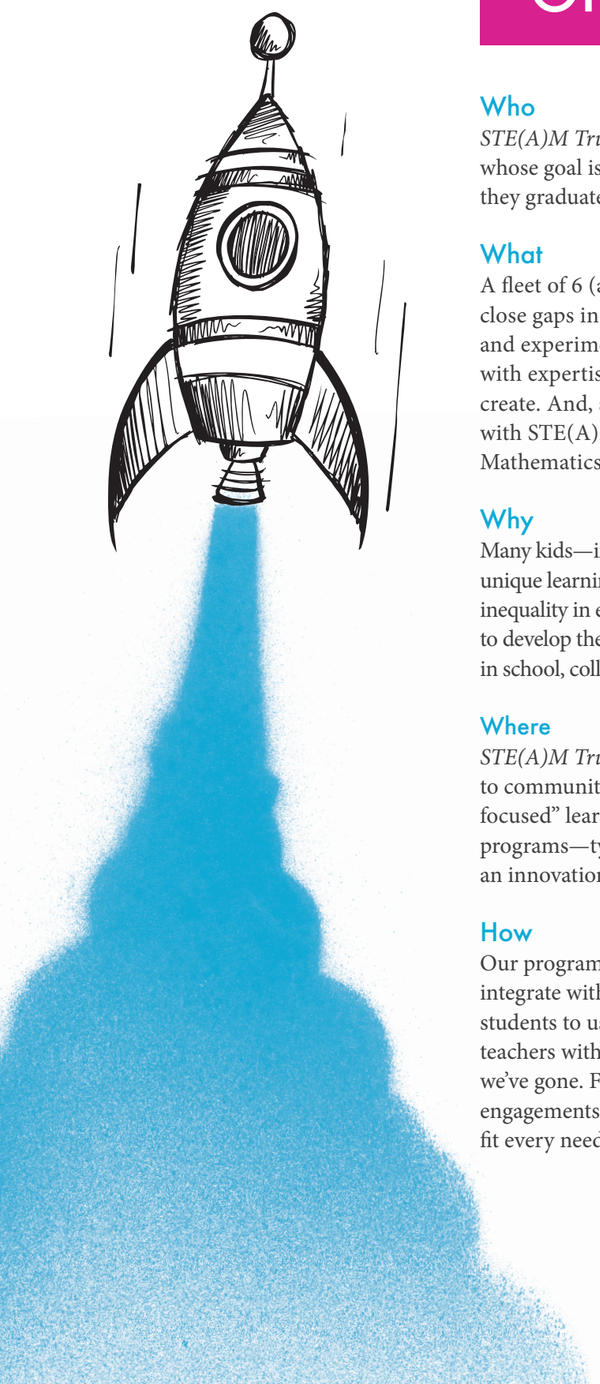
- An innovation lab on wheels—*STE(A)M Truck*
- Curious children with fewer chances to shine
- Teachers doing more with less
- Local experts and artists with knowledge to share
- Hands-on programs on school premises

When all are joined together—fastened through hard work, collaboration and experimentation—STE(A)M can...

- craft opportunities to grow
- construct curiosity for life
- shape skills that can feed families and souls
- forge new futures that weren't there before
- build bridges between small hopes and big lives
- and strengthen foundations on which better lives are built

So, yes, STE(A)M Rises, and takes kids along when it does.

This is *STE(A)M Truck*. We're grateful to our community of supporters and partners for their generous gifts of time and resources. This report highlights the impact you've helped create in the lives of thousands of students and teachers. Thank you for being part of the Rising.



THE NUTS AND BOLTS OF *STE(A)M TRUCK*

Who

STE(A)M Truck is a program of Community Guilds, a 501(c)3 nonprofit whose goal is for every student to have an apprenticeship experience before they graduate.

What

A fleet of 6 (and counting…) "innovation labs on wheels" that effectively close gaps in learning opportunities. Through hard work, collaboration and experimentation, kids—guided by local engineers and designers with expertise to share—learn to use their hands to build, tinker and create. And, along the way, develop a new appreciation for, and facility with STE(A)M subjects: Science, Technology, Engineering, Arts, and Mathematics.

Why

Many kids—in urban and rural schools—simply don't have the same access to unique learning experiences as kids in more prosperous areas. This persistent inequality in education threatens our collective future. We create the conditions to develop the valuable skills and competencies for success in school, college and STEAM careers.

Where

STE(A)M Truck brings 21st century tools, technologies and mindsets to communities who most need this opportunity. We bring "making-focused" learning opportunities to schools lacking the resources for such programs—typically in urban or rural settings—so they get the benefits of an innovation lab without having to build one.

How

Our programs provide access to hands-on learning experiences that integrate with and complement classroom curriculum. Our work inspires students to use their hands and minds, while educating and empowering teachers with the knowledge and competence to continue our work after we've gone. From festival-style Spark Days to district-wide, year-long engagements and everything in between, *STE(A)M Truck* has programs to fit every need.

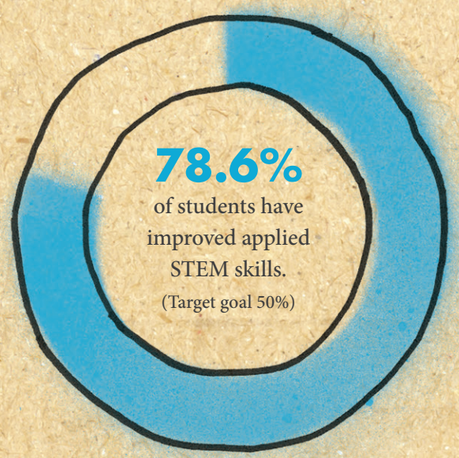
The traditional classroom, as necessary and valuable as it is, represents just one way to learn. *STE(A)M Truck's* hands-on experience and core emphasis on collaboration, creativity, problem-solving and perseverance gives students a real-world taste of what it takes to get things done—and succeed—in life. From electronics and carpentry, to finance and marketing, *STE(A)M Truck* teaches relevant, 21st century skills.

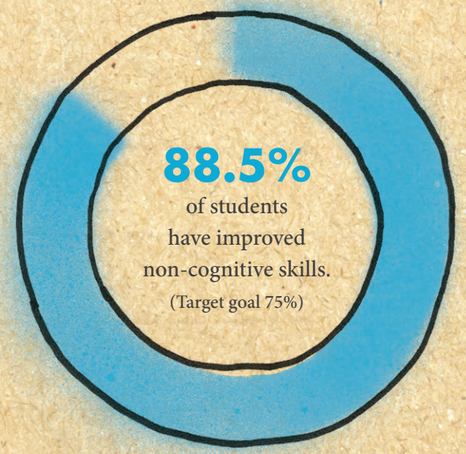
Kids, often younger than what most people would think, can use real tools. And unlike typical assignments, the focus is on building real things.

FOCUSING ON THE NEED

STE(A)M Truck follows the need. That often means students in underserved urban schools, but it just as easily takes us to rural areas equally lacking in resources and opportunities.

OUTCOMES





"STE(A)M Truck students show statistically significant increase across all constructs (Intrinsic Motivation, Self-Management and Intent to Persist) from pre to post. Great news!"

Shelly Engelman, Ph.D.
SageFox Consulting, GOSA
Independent Evaluator

EVENING THE ODDS

Research shows that children in poverty have fewer opportunities for relevant, memorable hands-on experiences, and that absence is a reliable predictor of lower lifelong achievement. *STE(A)M Truck* evens the odds.

The above student outcomes were findings of an external evaluation of *STE(A)M Truck* conducted for The Governor's Office of Student Achievement's (GOSA) Innovation Fund Final Report. In addition to the above-goal percentages of students with improved skills, the *STE(A)M Truck* program received a rating of 9.5 out of 10 from students (the target goal was 7).

innovation in teaching competition
beyond the textbook

What happens when a teacher used to teaching "as usual" crosses paths with STE(A)M truck?
For Donna Davis, a fifth-grade teacher at The Kindezi School at Old Fourth Ward in Atlanta, what happened was a *Georgia Innovation in Teaching* award. For her students—current and future—it means a more powerful STEM-based learning experience, and potentially more promising futures.

Programming Aligned With Georgia Standards

Davis was pleasantly surprised to discover that *STE(A)M Truck* activities meshed perfectly with Georgia's performance standards, allowing her to tailor the *STE(A)M Truck* curriculum to her teaching requirements.

As Sarah Lashinsky, a *STE(A)M Truck* Maker Mentor noted, "You're teaching the things teachers need to teach, but in a fun, hands-on, exciting and experiential way."

Boosting Skills That Drive Real-World Success

While extensive post-*STE(A)M Truck* data on Kindezi's students showed big jumps in cognitive skills and STEM proficiency, there were equally impressive rises in non-cognitive skills (i.e., creativity and collaboration)—skills arguably even more crucial for real-world success.

Mike Stasny, a *STE(A)M Truck* Artist-in-Residence during the Kindezi program, underscores the deeper benefits of those increased non-cognitive skills: "It's not just about one person getting straight A's, while others are disengaged. It's about everyone sharing the pie they made together."

In the end, it's about showing students a new vision for their lives. Says Lashinsky, "So many students have come to me saying, 'I had no idea this was something we could do—that I could do.'" Donna Davis, echoing Sarah's sentiments, loves how STE(A)M Truck activities inspire critical thinking.

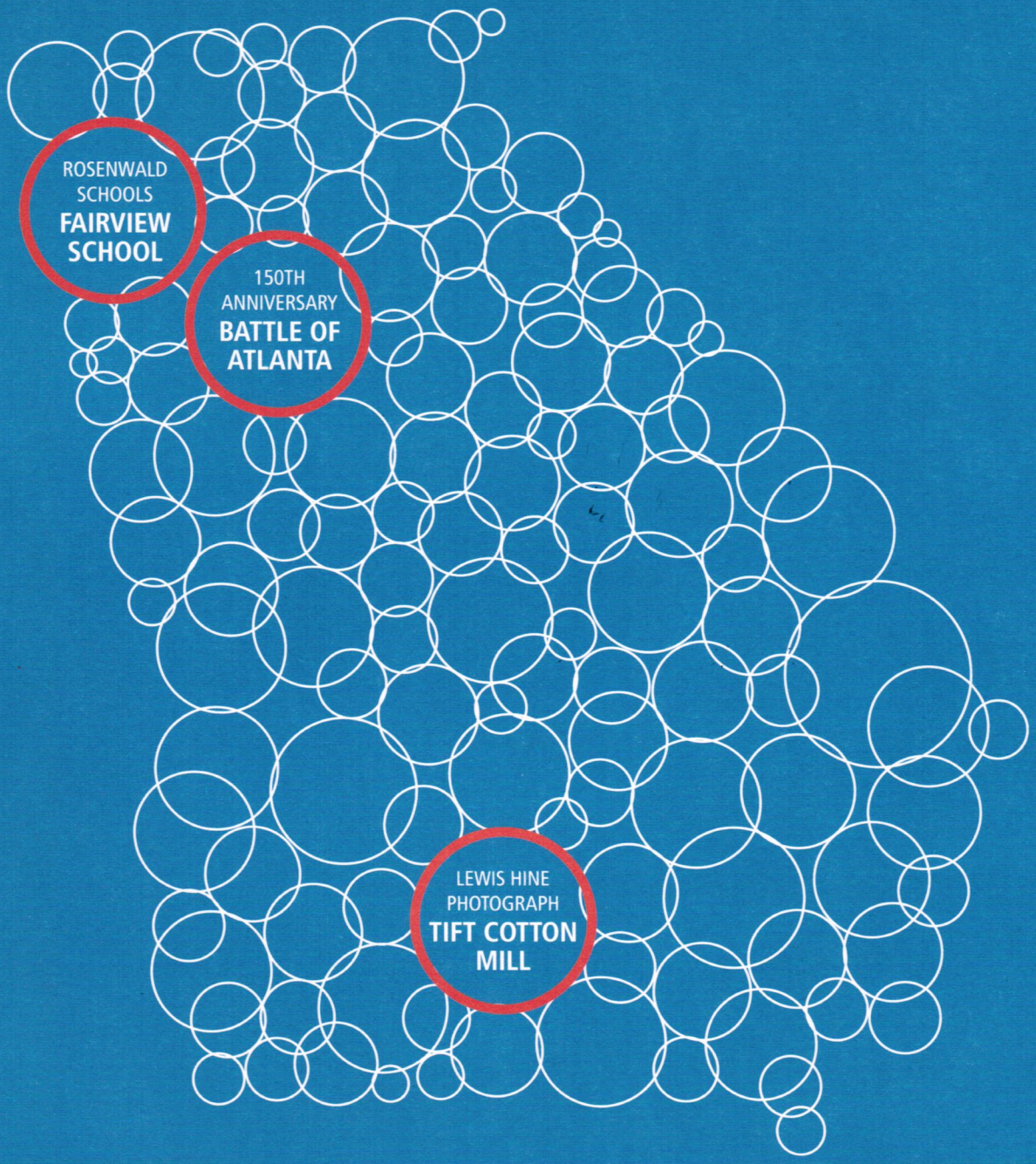
Put all the parts together, and you end up with teachers like Donna Davis so inspired by the *STE(A)M Truck* idea that she steps up her game to a whole new—and award-winning—level.

And that's the whole point, according to *STE(A)M Truck* founder, Jason Martin, "This is our way of supportively disrupting the modern classroom, and in the process, changing both how teachers teach and how kids learn."

"Instead of always looking to me for an answer, now, they first try to figure it out themselves."

Donna Davis
5th grade teacher
Kindezi Elementary

Excerpt from 2014 GHC Annual Report, with intro page discussing their new logo/tag (I created the latter), and followed by 3 stories I wrote for the piece.



GEORGIA HUMANITIES IMPACT REPORT

2014

Georgia Humanities

Sharing stories that move us and make us

Loretta Parham
Board Chair, 2014

Jamil Zainaldin
President

We have a new look! The new Georgia Humanities logo represents the interconnectedness of our work—the interconnectedness of lives, histories, and cultures, and the stories we share about them, in a continuous landscape of imagination. The logo also evokes the imprint left by those who have come before, the impression we leave for others, or the mark left by an experience that changes our view of the world, that moves us to get involved, that deepens our understanding of where we live and why.

Our programs have unique impact. An opportunity to read and discuss literature can leave us each changed, as veterans in our "Talking Service" project are learning. Preserving our local history and culture transmits knowledge and experience across the generations, as our National History Day program is always revealing. Our Prime Time Family Reading program, a partnership with public libraries, helps new readers introduce children's books and stories into their homes.

Driven by our human interest in *place* and the *stories* of its people, tourism is an industry that benefits everyone. Its results can be measured. Twelve local communities across the state hosted our Smithsonian exhibition *New Harmonies: Celebrating Roots Music*, earning Georgia Humanities and its partners an award from Governor Nathan Deal for distinction in cultural tourism and economic development.

There is so much about our state that makes it desirable—desirable enough that we are growing in population, attracting new businesses, and achieving gains in preserving our natural and built environments. And that is where Georgia Humanities comes in: adding to quality of life. Stories are the essence of our work. With their power to move us and make us, they live on in our hearts and remembrance. That may not be measurable, but its value is priceless.

We wish to acknowledge support of the Georgia General Assembly and the Georgia Department of Economic Development. And to the National Endowment for the Humanities, whose abiding partnership over the years has helped make our work possible, we express our deepest gratitude.

In the pages that follow, track the impact of our work in Georgia. Apply for a grant. Participate in a program. Volunteer for a project. To our friends who have made gifts of support to our annual fund and programs, we say *thank you*.

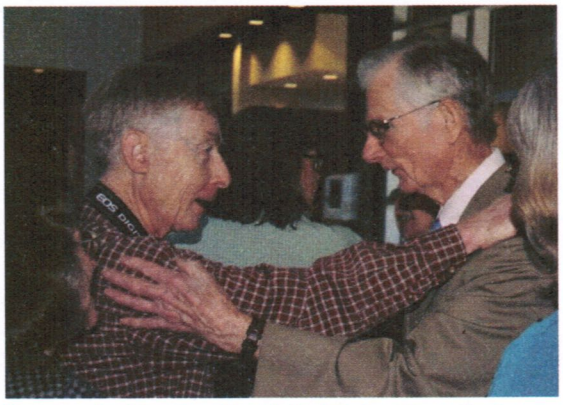
Watching Old Photos "Develop" into New Families

It began so simply, when Massachusetts historian Joe Manning came across five 1909 Lewis Hine photographs of a cotton-mill worker and her nine children in Tifton, Georgia. Little did he know that the ripples he was about to set in motion would touch thousands and bring together more than 100 people who never knew they were family.

After a few years of research, Manning unearthed the identities of the woman and her children. She was one Catherine Young, widowed just two years before the photo was taken. Even though child-labor laws enacted in 1906 prohibited children under the age of 10 from working in mills and factories, Young and six of her children—including three under 10—worked in the H. H. Tift Cotton Mill for $4.50 a week.

Just months after Hine took the photos, Young placed seven of her children into an orphanage. Over time, they and their descendants dispersed to far corners of the country.

In 2013, through a Georgia Humanities grant, Polly Huff, curator of the Georgia Museum of Agriculture & Historic Village (GMA), commissioned a Tifton design company, The Big Picture, to create a portable and graphically compelling display. The display featured the five original photos, information on child-labor laws in the early 1900s, and Manning's findings about the Young family.



Historian Joe Manning (L) with Earl Parker, descendant
Courtesy of Brenda Sutton Rose

With the help of several professors from Abraham Baldwin Agricultural College (ABAC), and a few local partners, Huff then took the exhibition to local schools. It was eventually viewed by 5,000 students and teachers—many with connections to ancestors who had also worked in the cotton mills. Huff then began planning a public event to introduce the exhibition to the larger Tifton community. But that was just a glimpse of the "living history" to come.

As part of his extensive research, Manning had tracked down 40 Young family descendants. He and Huff invited them all—some from as far away as California. In a serendipitous occurrence, Manning, a year earlier, had contacted local ABAC biology and botany professor Earl Parker, sharing the fact that one of the nine children in the picture, a young girl, was his mother, Eddie Lou Young.

On March 15, 2014, at the public debut of the exhibition, more than 100 Young descendants were in attendance—most were meeting their own flesh-and-blood kin for the first time.

Polly Huff, commenting on the impact of the Georgia Humanities grant on the unfolding of both the exhibition and the subsequent reunion, said, "The project touched an incredible number of lives while telling a story of survival and perseverance."

Manning, the man who set all the wheels in motion, said, "Thanks to Georgia Humanities, we were able to celebrate the compelling story of the Young family at the site of its origins, and unite them for the first time in 100 years. This story reminds us that history, often viewed in purely academic terms, is all about human stories—some tragic, some triumphant, some both."

Supporting the "Battle" to Preserve Local History

Henry Bryant remembers how difficult it was 10 years ago to get support for B★ATL—a series of events commemorating the 150th anniversary of the Battle of Atlanta. Predominantly African American neighborhoods were understandably reluctant to get behind an effort to remember a Civil War battle. Yet, once they understood the aims of B★ATL, says Bryant, "They came to realize that this is real history—right in our own backyard."

The Battle of Atlanta in July 1864 was a turning point in the war. Because Atlanta was a critical railroad hub, integral to supplying the Confederacy, the Union determined that ultimate victory would necessitate severing that link. Still, in 1864 many Northerners didn't believe the war could be won. But with the North's victory in the Battle of Atlanta, President Abraham Lincoln's reelection—unlikely up to that point—was secured.

While the Atlanta battle was one of the Civil War's 10 bloodiest, it's the only one of the 10 without a single acre of officially preserved battlefield. Preservation was on Bryant's mind when he and his neighbors started B★ATL events in 2004. Georgia Humanities began supporting the program in 2009, with 2014 marking the culmination of activities.

B★ATL organized local neighborhoods around the old battlegrounds to commemorate the event with a "living-history" encampment (complete with front lines, reenactment soldiers, and artillery), a 5K run, a gala dinner, historic bus/bike/walking tours, a "Civil War to Civil Rights" tent, author talks, children's activities, storytelling, and dramatic performances.

In 2014 a Georgia Humanities grant helped to expand author appearances during the weeklong festivities, covering venue costs, author honorariums, and publicity. Author talks, says Bryant, "served to expose visitors to rich accounts of events and people at that time, educate them with different perspectives of the same events, and leave them with a broader view of history."

The actual battles, says Bryant, are only so interesting; it's the countless, colorful human stories from the Atlanta battle that captivate him. He says, "It's fascinating to discover that one of the Union casualties was an older gentleman who used to own the general store in Indiana where Abraham Lincoln worked as a teenager. Or ponder what it must've been like to wear wool uniforms in Atlanta in July. Or to discover that Atlanta actually had a hidden black middle class—of slaves! Might that have contributed to the civil rights movement to come? All are ideas that can expand your mind."

Bryant and his group were some of the very early champions of the "Civil War to Civil Rights" idea—ultimately a statewide initiative to capture and share events and programs that explore the connections between these periods of American history.

Bryant reflected on his positive experience with Georgia Humanities, saying, "I'm just a neighbor trying to put on an event, so I really appreciated what Georgia Humanities could offer. They're all about sharing history. Their connections around the state were a big help, and being able to use their name as a calling card made things a lot easier."

Teaching a New Generation a Lesson in Resilience

Fairview Elementary School, 2014
Courtesy of Fairview / E. S. Brown Heritage Corporation

The old one-room schoolhouse in Cave Spring, Georgia, had nearly surrendered to kudzu, its floor and roof sagging and caving. But when Joyce Perdue-Smith, the daughter of one of the school's former principals, learned that the Fairview Elementary School was still there, she said, "There is no way we are going to let that go."

Fairview, built in 1924, is believed to have been a "Rosenwald school" for African American students, one of nearly 5,000 schools built between 1912 and 1932 in rural areas of 15 southern states. Their mission: to bridge the stark disparity of educational opportunity that existed between black and white communities of the time.

The schools were the product of an unlikely alliance between black author, educator, and orator Booker T. Washington and Julius Rosenwald, Jewish philanthropist and president of Sears, Roebuck and Co. While Washington conceived the idea, Rosenwald supplied the seed money—to be matched by the community.

Although most of these schools were largely forgotten in the decades after school desegregation, one dedicated group, led by Perdue-Smith, is doing its best—with the help of a Georgia Humanities grant—to ensure, in Perdue-Smith's words, "that the Fairview school lives on to educate, inform, and remind visitors of a unique and challenging educational period for African Americans."

Perdue-Smith, who teaches accounting at Shorter College, established and is the executive director of the Fairview/E. S. Brown Heritage Corporation. In this position, she has extensively recruited more than 200 school alumni to help support the creation of several exhibitions, as well as the eventual preservation and renovation of the school.

According to alumni, while Fairview certainly provided "the 3 R's," the lasting education was the life-affirming, character-building skills of having pride, respect, and determination to move beyond poverty and limited opportunity. Their daily mantra was, "Good, better, best, I will not let it rest, until my good is better, and my better is best."

Fairview alumnus Ted Barnet fondly remembered his teachers, who "taught us to keep our head up and our mind focused, to do our best, and to appreciate things even though life was hard."

A Georgia Humanities grant, which supplemented other funds donated by the community, helped create a permanent exhibition at the Cave Spring History Museum, as well as a portable, museum-quality exhibition that has toured the area.

The permanent exhibition features a recreated typical classroom, complete with both teacher and student desks, textbooks, and sample classroom assignments. Both exhibitions were designed by alu mni, with many original items donated by former teachers and students. Visitors unfamiliar with the history of segregated education had the period brought to life before their eyes.

The exhibition also featured a replica of a schoolbus, made of a truck plus bus parts, and crafted by a student's father at the time. Perdue-Smith said, "It's a great example of how the community pulled together in the name of educating their children."

2018 Annual Report of GHC: Front cover, and the main article I was asked to put together (on Georgia History Day/WWI Commemoration).

GEORGIA HUMANITIES
2018 IMPACT REPORT

Georgia Humanities

Sharing stories that move us and make us

HISTORIC PARTNERSHIP YIELDS LIFE-CHANGING TRIPS FOR TWO NATIONAL HISTORY DAY WINNERS

With the two recipients, Brooklyn Reese and Daniel Wright, are Dr. Billy Wells, chair of the Georgia WWI Centennial Commission, and Laura McCarty, president of Georgia Humanities.

When Brooklyn Reese, a senior at Thomas County Central High School, in Thomasville, Georgia, began work on her National History Day project in early 2018, she knew what was at stake—a very special prize, worthy of her best effort….

National History Day in Georgia is sponsored annually by Georgia Humanities and LaGrange College. Each year, about 11,000 Georgia middle- and high-school students take a deep dive into a topic and develop a research paper, exhibit, documentary, performance, or website.

> "In class, you hear a lot of numbers, but when you go over there, you realize how horrible this war was."
>
> - Brooklyn Reese

Sweetening the Pot

In 2018, the two sponsors partnered with the Georgia World War I Centennial Commission, created to commemorate the 100th anniversary of U.S. involvement in WWI. The commission—thanks to generous support from the Veterans of Foreign Wars Department of Georgia and Posts, Delta, the John H. and Wilhelmina D. Harland Charitable Foundation, and Hilton Atlanta—offered cash awards at the regional level and trips to the state winners for outstanding entries on WWI.

Brooklyn Reese's efforts paid off. She won the high-school award for her exhibit, "The Hello Girls of WWI." The project celebrated the French-speaking American women—formally known as the Signal Corps Female Telephone Operators—recruited by the U.S. Army to operate the telephone system set up in France, and to improve U.S military wartime communications.

Daniel Wright, a 14-year-old student at Scholars Guild Academy in Monroe, Georgia, won the middle-school award for his documentary, "An Unpeaceful Treaty—How the Paris Compromise Ignited Conflict." The short video traced WWI from its origins to the Versailles treaty in 1919, and well beyond, outlining how the treaty planted the seeds for the start of WWII roughly two decades later.

Brooklyn Reese posing with soldiers in WWI uniforms at the Meuse-Argonne American Cemetery in France.

NHD winner Daniel Wright joins Georgia WWI Centennial Commission advisory board members Virginia Dilkes and Laura McCarty in placing a wreath on the Arlington Cemetery grave of Gen. Courtney Hodges, Distinguished Service Cross recipient from Georgia.

In History's Footsteps

For her winning entry, Reese embarked on, in her words, an "amazing," "heartwarming," "awe-inspiring" trip of a lifetime to France. There, in addition to touring several historic WWI battlegrounds, she, her parents, and a teacher were honored to attend the WWI commemoration ceremony at Oise-Aisne American Cemetery.

The event featured French and U.S. soldiers dressed in WWI uniforms, a flyover by WWI biplanes, and an authentic WWI artillery demonstration. For Reese, it was exciting to connect her project research to reality: "I was able to see the battlefields that were part of the offense, one in which the Hello Girls worked tirelessly."

Of course, no trip to France would be complete without a visit to Paris, and the group soaked up the must-see sites—Notre Dame, the Eiffel Tower, the Arc de Triomphe, and others—as well as savoring the city's legendary cuisine. (Reese's favorite? Crème brûlée.)

Daniel Wright, the middle-school award-winner, along with his family, enjoyed a WWI-themed weekend in Washington, D.C. Wright attended the WWI Centennial Commission's commemorative service at the National Cathedral, and he participated in the salute to veterans at the future site of the national WWI memorial at Pershing Park.

2018 Winners

Congratulations to Team Georgia on their excellent showing at the National History Day national competition, held June 10-14, 2018, at the University of Maryland.

Finalist, 4th Place

- Senior Individual Performance: Susie Dorminy, Sola Fide Home School, McDonough, "Breaking the Beat of Segregation: Pickrick Drumsticks and the Fight for Integrated Restaurants."

Finalist, 7th Place
Outstanding State Entry, Senior Division

- Senior Group Website: William Mason and Lawson Stewart, Impact Academy, McDonough, "We Will Ride!": Conflict and Compromise between Atlantis Community and Denver Regional Transportation District."

Finalist, 8th Place

- Senior Individual Exhibit: Becky Dorminy, Sola Fide Home School, McDonough, "Herman Talmadge and the Three Governors Controversy."

Finalist, 8th Place
Outstanding State Entry, Junior Division

- Junior Individual Documentary: Mary McCoy, Richards Middle School, Columbus, "Consequences of the Compromise: Keynes and Versailles."

Finalist, 9th Place

- Junior Individual Documentary: Daniel Wright, Scholars Guild, Monroe, "An Unpeaceful Treaty: How the Treaty of Paris Compromise Ignited Conflict."

Finalist, 10th Place

- Junior Individual Performance: Imani Milligan, Henry County Middle School, McDonough, "The Shots That Ended Apartheid: The Youth Soweto Uprisings."

A Winning History

Interestingly, winning contests has become a habit and tradition for the "Wright brothers"—Daniel and his brother Nathan. Nathan won second place in 2013 for his video, "A Change of Heart: Vivian Thomas and the Blue-Baby Surgeries," profiling the groundbreaking work of the pediatric heart surgeon. Having undergone several heart surgeries as an infant, the topic was (literally!) dear to Nathan's heart.

Daniel, inspired by his brother's successful efforts, won third-place, junior-division honors in 2017, for his documentary on civil-rights activist Walter White.

While their respective trips were special opportunities to visit some exciting places—and in Reese's case, to see where WWI history actually happened—they both got to see, firsthand, the catastrophic costs that accrue when man's better natures don't prevail.

For Wright, the numbers were staggering, and he observed, "The level of carnage and destruction was totally unexpected. In WWI, there were 20 million people killed and 21 million more wounded."

Reese observed, "In class, you hear a lot of numbers, but when you go over there, you visit towns that were burned down or where families lost everyone. You see all those buried in the cemeteries, and realize how horrible this war was. It killed so many young men."

Learning Pays Dividends

It's been said that those who don't learn from history are doomed to repeat it. Moreover, only by learning and exploring history can one truly make sense of current affairs, for everything that's happening today has roots in events past.

Each year, Georgia students are able to broaden their perspective and their understanding of how we got to where we are today. And in the process, they take important steps toward becoming knowledgeable, well-informed citizens of the world. GH

2018 Special Awards

The Georgia World War I Centennial Commission recognized students who researched WWI topics.

Northeast Georgia Contest

- **Senior:** William Logsdon, South Forsyth High School, Cumming, "Submarine Warfare in World War I" (historical paper)
- **Junior:** Daniel Wright, Scholars Guild Academy, Loganville, "An Unpeaceful Treaty: How the Paris Compromise Ignited Conflict" (documentary)*

Thomas County Contest

- **Senior:** Brooklyn Reese, Thomas County High School, Thomasville, "Number Please: The Hello Girls of World War I" (exhibit)*
- **Junior:** Georgia Rose Patton, Thomas County Middle School, Thomasville, "The Hello Girls" (website)

Georgia Southwestern State University Contest

- **Junior:** Sophie Earwood, Aaron Cohn Middle School, Columbus, "The Treaty of Versailles and the Impact Woodrow Wilson Had on It" (performance)

Bibb County/Houston County Contest

- **Junior:** Brandon Green, Bonaire Middle School, Bonaire, "The Harlem Hellfighters" (website)

Kennesaw State Contest

- **Senior:** Mark Gamboa, Covenant Christian Ministries Academy, Marietta, "Eugene Bullard: The First Pilot to Circumvent Segregation" (website)
- **Junior:** Aidan Snyder, Grace Classical Home School Academy, Woodstock, "World War I: Global War" (exhibit)

West Georgia Regional Contest

- **Senior:** James Robinson, Georgia Cyber Academy, Columbus, "The Bonus Expeditionary Force" (website)
- **Junior:** Mary McCoy, Richards Middle School, Columbus, "Consequences of the Compromise: Keynes and Versailles" (documentary)

Clayton State/National Archives, Atlanta Contest

- **Senior:** Nicholas Reynolds, Lakeside High School, Atlanta, "The Spirit of the Holiday" (paper)
- **Junior:** Morgan Gill, General Ray Davis Middle School, Stockbridge, "The Great Woman Behind the Great War" (documentary)

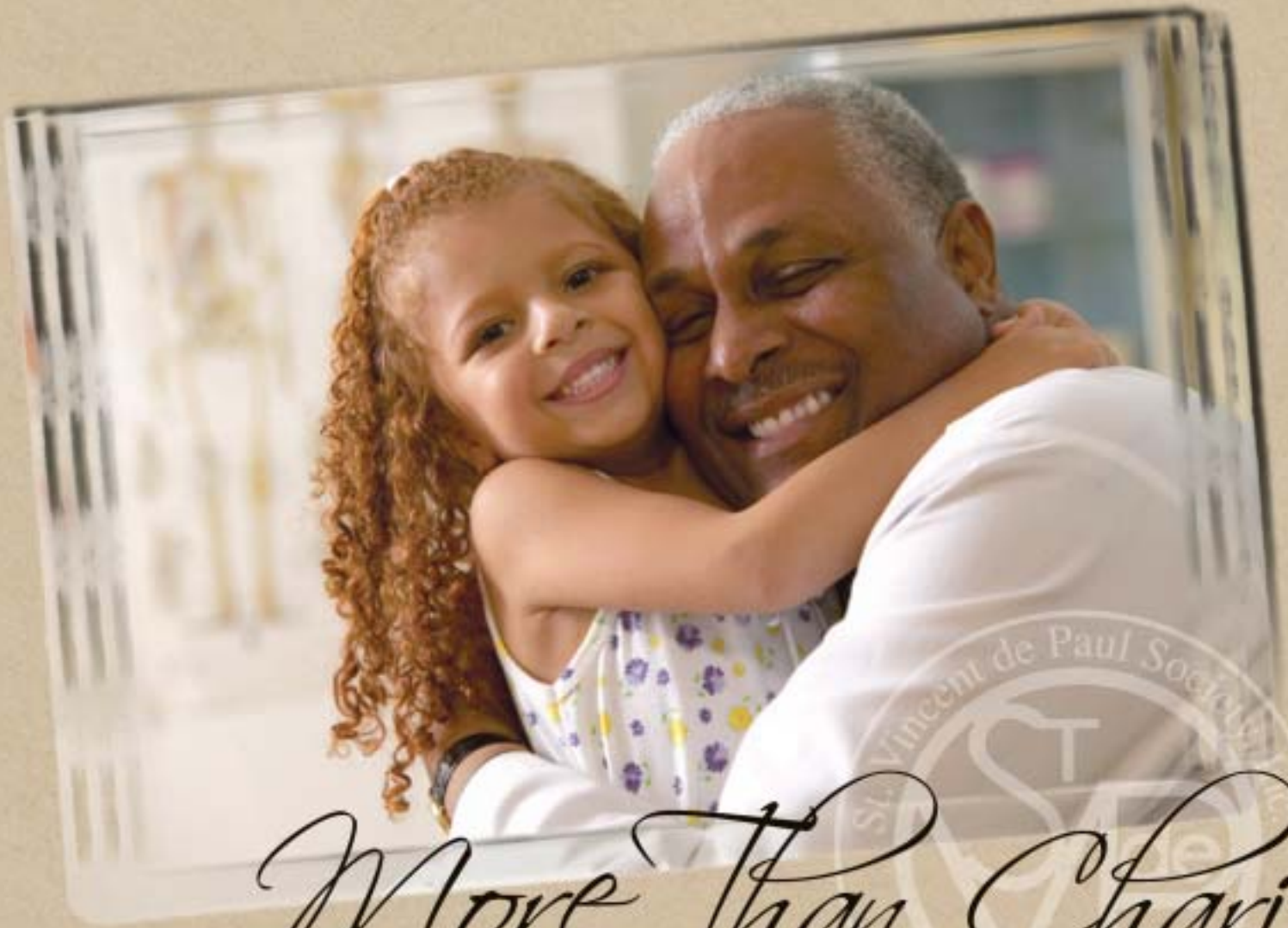
* *Won Most Outstanding Entry, senior/junior*

It Takes a Village to Raise a Historian

National History Day Georgia's annual Research Roundup takes place during the month of October, which happens to be American Archives Month. Last year, sixteen Georgia libraries, archives, and museums participated in Research Roundup, inspiring the next generation of scholars and creative thinkers by offering special events just to NHD Georgia students. The events introduce students to the institutions and their respective collections and resources, while providing them with the tools to conduct historical research. To participate as a Research Roundup location, send an email to jburke@georgiahumanities.org.

"Research Roundup sites provide a 'village' for our students."

- Kevin Shirley,
NHD Georgia co-coordinator, LaGrange College



More Than Charity...

ANNUAL REPORT

There's charity… and then there's the St. Vincent de Paul Society. Since 1903 in north Georgia, the Society has been redefining what "charity" means. Those who know our work or *do* our work understand the difference. Our unique philosophy drives a different way of doing business – one that effectively *magnifies* all investments of time and money. It all comes down to *More*… More of everything, as you'll see in the coming pages.

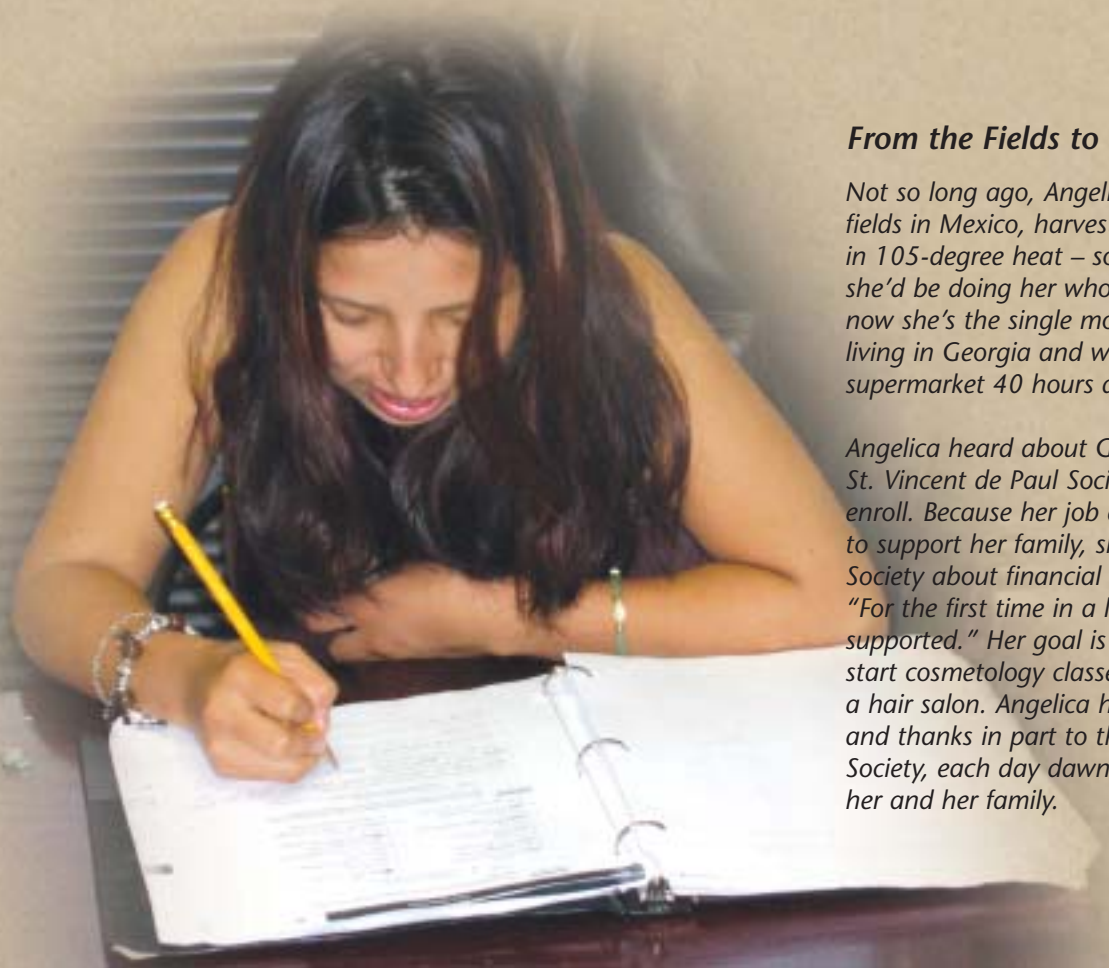
Simply put, *More* means more impact and more people served…

Because the work of the Society fosters self-sufficiency, our clients are less likely to need ongoing assistance, and that makes more room for others. And as people get back on their feet, not surprisingly, they often want to give back to the charity that gave them a helping hand. The next generation of donors and volunteers is born. And the circle of service continues. It's all part of *More*…

More Served

Enough to Fill Four Stadiums

We're talking more than 200,000 people – 212,412 to be exact – served in Georgia. That's one organization. One year. We've been busy. Or, more accurately, our army of volunteers and Vincentians has been busy. Yet, given the formidable array of Society programs at our disposal, serving more than 200,000 people is downright inevitable. It's all part of *More*...



From the Fields to the Field of Dreams...

Not so long ago, Angelica worked in the fields in Mexico, harvesting fruits and garlic in 105-degree heat – something she thought she'd be doing her whole life. Married at 16, now she's the single mother of four children, living in Georgia and working at a Kroger supermarket 40 hours a week.

Angelica heard about GED classes at the St. Vincent de Paul Society and decided to enroll. Because her job doesn't pay enough to support her family, she talked with the Society about financial aid with her rent. "For the first time in a long time, I felt really supported." Her goal is to complete her GED, start cosmetology classes, and one day own a hair salon. Angelica has come a long way, and thanks in part to the work of the Society, each day dawns a bit brighter for her and her family.

More Reach

In 2005, the Society served roughly 212,000 people in middle and north Georgia. From Carrollton to Dalton, Marietta to Madison, Gainesville to Milledgeville, and Lavonia to Lithonia, the Society reached out far and wide, leaving changed lives and brighter prospects in our wake.

More Direct Financial Aid

In 2004, the Society disbursed over 3.9 million dollars in direct financial aid for the following needs:

- Medical expenses/ prescriptions/counseling
- Rent/housing
- Utilities
- Food
- Legal fees
- Transportation
- Burials

Care to Donate 20% of Your Car?

Not exactly feasible. Yet vehicle donors to many other charities often end up with a tax deduction that's far less than their vehicle's value. Why? Because those charities use charity auctions, where low proceeds and low donor write-offs are the norm. At the Society, we determine the best use for every vehicle we receive. No cars go to charity auctions, which means we maximize outcomes for both the Society *and the donor.*

More Money to Services

Time For a Quick Math Lesson...

Unless you're a bean-counter type, our "financials" aren't likely to be your idea of scintillating reading (see page 12). But we think you'll find one number most interesting: the percentage of Society revenues that go directly to services. With the Society, it's *More...*

To calculate that crucial percentage (on ANY financial statement, incidentally), look at the Program Services and Total Revenue figures:

Program Services Expenses:	$5,068,344
Total Revenue:	$5,871,806

Now divide Program Services Expenses by Total Revenue. In the case of our fiscal year 2004-2005, you end up with 0.86 or 86%. Meaning, that in our last fiscal year...

86% of Society revenues went directly to program services

In case you're not sure, that's high. Really high. When 86 cents of every dollar has a direct impact on someone's life, you can reach a lot *More...*

More **for less...**

Vinny's Weigh-N-Pay

Leave it to the Society to come up with a unique approach to retailing: good quality used clothing and household goods sold *by the pound* at our main facility in Chamblee. Larger appliances and furniture are offered at special low prices.

More Than Handouts

Mission: Self-Sufficiency

There's a handout, and then, there's a hand up. Both can mean direct financial aid, but while the first can lead to a chronic dependency, the second can be the catalyst to a better life built on a foundation of empowerment and personal responsibility. It's all in the approach. When the Society encounters people in hardship, our goal is to provide the materials, education and confidence needed to foster true self-sufficiency.

That means trained caseworkers – often Vincentians, primarily volunteers – who meet with potential clients face-to-face, get a feel for their circumstances, determine their deeper needs beyond the basic hardship, and figure out the most appropriate ways to address those needs.

More than handouts means more of a chance at a better life.

More Skills Taught

Teaching (MORE) People to Fish...

While direct financial aid is at the heart of the Society's work, and it's what often addresses a client's immediate needs, it's the Society's Learning Center that gives many of our clients the life skills to stand and say, "I can make it on my own." It's here that we offer the tools with which to build a life worth having.

More Students, Less Cost

Since 1999-2000, the number of clients who have moved through our Learning Center has steadily increased while the cost per student has decreased every single year. Why? *More* volunteers offering more time, resulting in a 40% reduction in costs per student. And that's doing *More* with less.

"Learning English has made me a better mother"

Maria says, "I know many other mothers who don't even understand what their children talk about. They could be cursing or planning to quit school, and the mothers would never know." But now that Maria can speak English, she's much more involved in her children's lives. Before, she couldn't help them with their homework. Now, she's there for them every night. Plus her new language skills help for visits to the doctor – "the other Latina women" she says, "have to wait for an interpreter!" – or at her kids' school to speak to the teachers.

Learning English has made her a better mother. Says Maria, "My children are very proud of me and my family in Mexico is shocked." And, she says, laughing, "I feel really good about doing this interview in English!"

School is IN...

In 2004-2005, here's what the Society's clients were studying:

- ESL (English as a Second Language): 278
- Computer Literacy: 161
- Life Skills: 73
- Adult Literacy: 73
- Mentoring: 70
- GED: 57
- Spanish: 41

Financials

PUBLIC SUPPORT

Annual Collection	$220,048
Individuals and corporations	$2,763,941
Conference support	$123,106
Grants and foundations	$187,080
Estates and memorials	$88,307
Total Public Support	**$3,382,482**

REVENUE & OTHER GAINS/LOSSES

Thrift store	$1,130,704
Special projects	$1,020,386
Interest income	$17,421
Gain (loss) on disposal of assets	$(3,252)
Other income	$324,065
Total Revenue & Other Gains/Losses	**$2,489,324**
TOTAL REVENUE	**$5,871,806**

EXPENSES

Program services	$5,068,344
General & administrative	$389,944
Fundraising	$327,553
TOTAL EXPENSES	**$5,785,841**
Increase in Net Assets	$85,965
NET ASSETS, BEGINNING BALANCE	**$1,129,361**
NET ASSETS, ENDING BALANCE	**$1,215,326**

**For the certified audit by Cherry, Bekaert and Holland, L.L.P., please call 770-458-5415*

The Work of the Society Means...

More of a Difference

The preceding pages tell a compelling story of *More*... What one organization – lean and efficient – with phenomenal ranks of volunteers, and a powerful core philosophy of "charity-to-self-sufficiency" can accomplish in one year. Whether donor or volunteer – present or future – we hope you've been moved, touched and inspired by what you've read here.

Perhaps you've been motivated to reaffirm your contribution of time or money to the work of the Society. Or maybe you've discovered a place and a purpose that's a match for your own commitment to make a difference. Regardless, know that making *More* of that difference only happens when everyone steps up.

Come be a part of the phenomenal and ongoing success story of the St. Vincent de Paul Society – newly or again. As you help us do *More*, you'll become *More*...

"Learning English has made me a better mother..."

"I know many other mothers who don't even understand what their children talk about. They could be cursing or planning to quit school, and the mothers would never know." But because Maria learned English in the St. Vincent de Paul Society's Learning Center, now she's much more involved in her children's lives.

Before, Maria couldn't help her children with their homework. Now, she's there for them every night.

Plus it's helped for visits to her kids' school or to the doctor. *"The other Latina women," Maria says, "have to ask their kids to interpret! My children are very proud of me and my family in Mexico is shocked. I'm not afraid of anything now."* What did Maria like most about her classes? *"The teachers were so nice, sweet and patient."*

Over a Century of Impact

Since 1903, the St. Vincent de Paul Society has helped millions of Georgians in need get on their feet, and lead richer, more satisfying lives. Our unique "charity-to-self-sufficiency" philosophy, thousands of volunteers, and our legendary efficiency means **nearly 90 cents of every dollar donated goes to services.** So, your generous donations go further and make a bigger impact. Welcome to *More...*

Help us continue to make a difference in the lives of people like Maria. To make a tax-deductible contribution, call **770/458-2877** or visit **www.svdpatl.org** and look for this "Just Give" icon on every page.

More uplifting stories coming soon...

Just Give .org
A Smarter Way to Give

St. Vincent de Paul Society
2050-C Chamblee Tucker Rd.
Atlanta, GA 30341

NonProfit
Organization
U.S.Postage Paid
Permit No. 2611
Atlanta, GA

Katrina took away almost everything. The St. Vincent de Paul Society helped Melisha get some of it back.

When Hurricane Katrina hit New Orleans, Melisha and her two young sons lost their house, their possessions – indeed, their entire sense of "home." They evacuated to Atlanta, where the United Way helped them rent an apartment. An empty apartment. But not for long…

"I'm in shock…but it's a good shock."

As a partner in United Way's *Neighbors Helping Neighbors* program, the Society put together and distributed Home ReStarter Kits to Katrina survivors. Melisha's kit included beds, tables, lamps, appliances and cleaning supplies. Says Melisha:

"I feel guilty about receiving the Kit, but once I'm where I need to be, I'll do the same for someone else."

Over a Century of Impact

Since 1903, when the lives of millions of Georgians have taken a turn for the worse – whatever and wherever the need – the Society has been there with *More*… Thousands of volunteers, a powerful "charity-to-self-sufficiency" philosophy, and renowned operational efficiency – **nearly 90 cents of every dollar donated goes to services** – all adds up to *More*… So, your donations reach more, help more, do more.

Help us continue to make a difference in the lives of people like Melisha. To make a tax-deductible contribution, **call 770/458-2877** or **visit www.svdpatl.org** and look for this "Just Give" icon on every page.

More uplifting stories coming soon…

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From working the fields to her own "field of dreams..."

Not so long ago, Angelica worked in the fields in Mexico, harvesting fruits and garlic in 105-degree heat. It was something she thought she'd be doing her whole life...

"For the first time in a long time, I felt really supported."

Married at 16, now a single mother of four children, Angelica works at Kroger 40 hours a week. She heard about the GED classes at the St. Vincent de Paul Society, and decided to enroll to create a better life for herself and her family.

Because her job doesn't pay enough to support her family, the Society also arranged some financial aid for her rent. Her goal? Complete her GED, start cosmetology classes, and one day own a hair salon. Angelica has come a long way, and thanks in part to the work of the Society, each day dawns a bit brighter.

Over a Century of Impact

Since 1903, the Society has helped millions of Georgians break the cycle of poverty and get a leg up in life. It's all part of *More*... Thanks to an empowering "charity-to-self-sufficiency" philosophy, volunteers by the thousands, and exceptionally efficient operations **(nearly 90 cents of every dollar donated goes to services)**, your donations reach further and do *More*...

Help us continue to make a difference in the lives of people like Angelica. To make a tax-deductible contribution, **call 770/458-2877** or **visit www.svdpatl.org** and look for this "Just Give" icon on every page.

More uplifting stories coming soon...

Just Give .org
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TAGLINES & SLOGANS

Client: Atlanta Fulton Public Library
Project: New Tag Line

The Atlanta Fulton Public Library system needed a new tag line and logo for the flagship library system in the state. I handled the tag line creation, while the logo was entrusted to the capable hands of talented graphic designer Angelo Omari.

The new campaign had to capture the idea of the library as a place of hope, a place to pursue dreams, a democratic resource, a goldmine of knowledge and learning, a gateway to the future, a source of life possibilities, continually evolving, and relevant to people today. The library loved both tag/logos combos below, but chose the first.

a | f

atlanta-fulton public library system

Take your dreams off the shelf.™

Atlanta-Fulton **Public Library** System

Check out the World™

Client: The Foundation Center
Project: Tagline/Naming + Multiple Materials to Support and Promote Data-Sharing Campaign

The Foundation Center (TFC), a regional association for Southeastern U.S. foundations, was launching an initiative to encourage members to donate their grant-making data to a map-based database (i.e., showing who donated how much to what charities, and when), so all members could use the information to make more informed grant-making decisions.

They wanted a name that both captured the map aspect of the tool and sold members on the idea that being a part of this initiative could raise their profile in foundation circles. In addition, they needed a tagline that neatly encapsulated the overarching benefit of the map tool: to drive more effective grant-making. Here's the result:

NAME: **Get on the Map**
TAGLINE: *Doing Good, Done Better*

Client: Georgia Humanities Council
Project: Tagline (as part of total rebranding)

The GHC rebranding aimed to make their mission clearer to all site visitors, a mission they described (in part) as follows: *"…to ensure that humanities and culture remain an integral part of the lives of all Georgians…[and] to help Georgians understand the history, stories, ideas and traditions that inform our lives, so we can understand our past in relation to our present."*

With that end in mind, they needed a short, sweet encapsulation that conveyed the centrality of the state's "stories"—past and present—and their potential to shape who we are, how we think and the people we become as a result.

Here was the result (with the new logo):

Georgia Humanities

Sharing stories that move us and make us

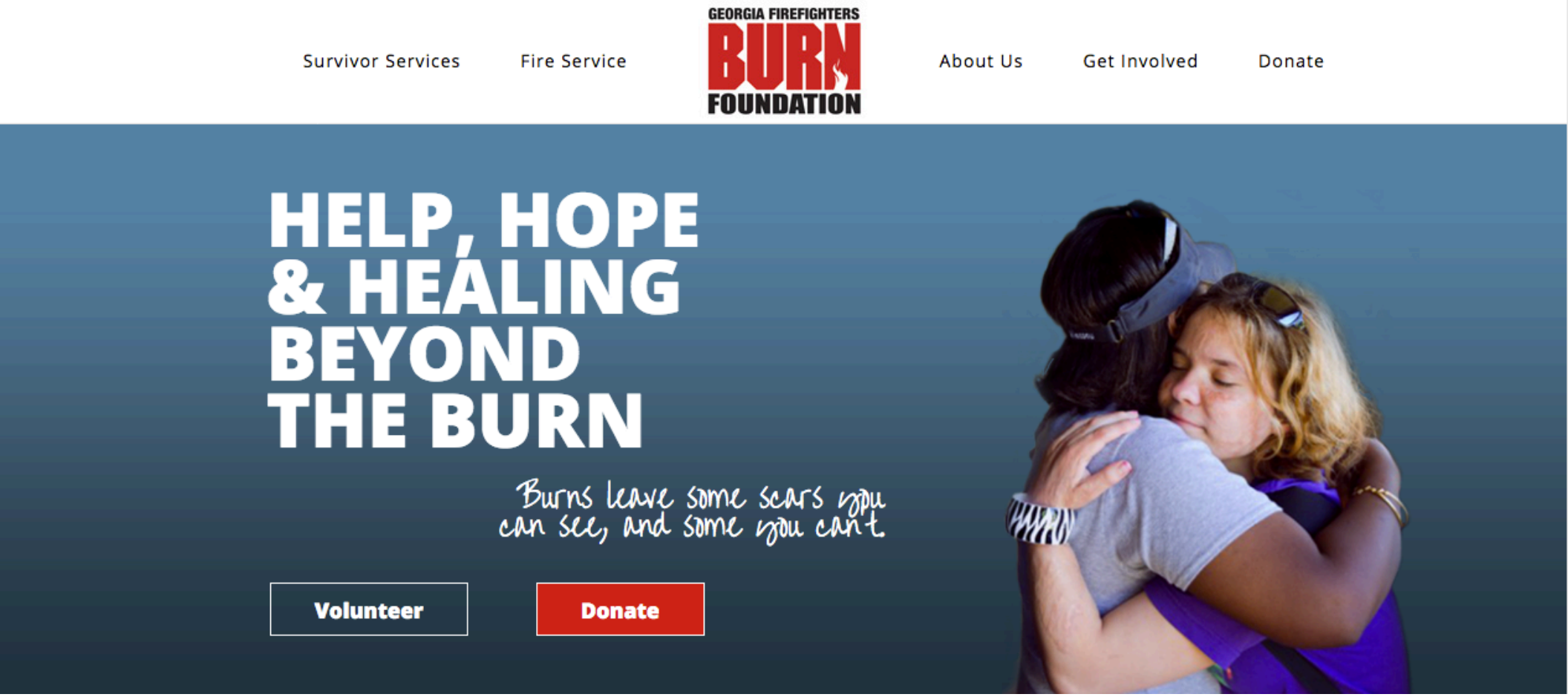
On the following page is the front cover of the annual report for STE(A)M Truck, a "mobile maker lab" with a mission to bring STE(A)M subjects (Science, Technology, Engineering, Arts and Mathematics) to academically underserved communities in Georgia. The program was grounded in studies showing that early exposure to STE(A)M subjects boosts students' academic and life prospects. And that, in turn, spawned my tagline below, "STE(A)M Rises." An excerpt from this annual report appeared earlier in the document.

STE(A)M RISES

2015-2017 Impact Report

STE(A)M TRUCK

This is a screen capture of the homepage for the Georgia Firefighters Burn Foundation, and showcasing the tagline I crafted for them, “Help, Hope & Healing Beyond the Burn.”



The next three pages comprise a brochure I crafted for the nsoro Foundation, a non-profit serving foster kids who've "aged out" of foster care. The brochure is followed by two articles I wrote for nsoro's newsletter. “nsoro” is lower-case by design.

THE
nsoro
FOUNDATION

Fostering the Future

The nsoro* Foundation

Offering college preparation and scholarship programs for foster care youth—current, aged-out, and emancipated—along with wards of the state.

Youth in foster care, by every statistical measure, begin life at a disadvantage—**and out of no fault of their own**. But, plant the proverbial mustard seed of hope, and it can blossom into a life beyond their fondest imaginings.

This is the work of nsoro.

*n·sor·o | \ˈin-sȯr-ō\

1. An abbreviation of the Ghanan term *nsoromma*, meaning "children of the heavens."
2. Our name, spelled intentionally with a lowercase "n," is a constant reminder that what matters most isn't the foundation, but our accountability to those children.

EDUCATE OR INCARCERATE?

Consider this sobering statistic:

78% of our current death row population has spent time in the foster care system.

While clearly the worst-case scenario, at the very least, foster care kids are far more likely to:

- Be socially disconnected
- Have developmental delays
- Abuse drugs and alcohol
- Suffer psychological problems
- Struggle with concentration
- Perform poorly in school
- Experience poverty and homelessness

The 'nsoro effect' changes the narrative, providing direction and a roadmap in the lives of youth in foster care through education.

"Receiving the nsoro scholarship will provide me with even more confidence and motivation, knowing I can achieve anything I set my mind to."

- Katrina, nsoro scholar

Our Programs

1. The College-Bound Program

Given their grim life experiences, most youth in foster care struggle to see beyond today, much less imagine a brighter future. nsoro's College-Bound program gives them a future to believe in, with an inspiring **vision of their life beyond circumstances.**

In weeklong, summer immersion programs on 8 college campuses, foster care youth get a real-world college experience–living, dining and attending classes with introductions to:

- S.T.E.A.M. (Science, Technology, Engineering, Art and Mathematics)
- Self-advocacy
- Financial literacy
- Health & wellness

ATTENTION CORPORATE DONORS

Charity with Healthy, Ongoing ROI

Our current corporate donors have sensible, bottom-line reasons for supporting our College-Bound program: It provides a potential pipeline of future interns and work-study program candidates, while giving a company access to a far broader pool of talent.

2. Direct Academic Scholarships

Once a youth in foster care graduates from high school, nsoro steps up to provide direct financial scholarships that give wings to their new vision.

Since 2005, nsoro has provided college scholarships to over 1000 youth in foster care across the country and the academic spectrum: Whether UCLA or a junior college, a technical school or NYU, nsoro matches the student's talents with the right opportunity.

nsoro Financial Scholarship Program features:

- Awards ranging from $1,000-$10,000 annually
- Renewable yearly with continued eligibility (undergraduate/graduate)
- May be used for tuition, books, room and board

This Is Strategic Philanthropy

nsoro's two-pronged approach—active "shepherding" of youth through every step of their college journey, along with direct funding—yields alumni with outcomes like these:

- **98%** have not been incarcerated
- **96%** have not struggled with drug or alcohol abuse
- **75%** have developed and maintained a budget

The nsoro Foundation wants to reach every youth in foster care in this country, open their minds to the difference that higher education can make, and put those educational opportunities within financial reach.

"I am willing to do my best at all I do when it comes to college… know that this scholarship money is being well invested."
- Matt

"My guardian [told] me that I had a chance to be better than my family ever was. I will be the first in my family to go to college."
- Demetrius

"I've never quit school, never tried to commit suicide, and never lashed out in a major way. I have an inner strength than can allow me to move mountains."
- Maurice

"I have been in the system since I was two. All my life all I ever heard is, 'You'll never make it out of high school, and you definitely won't make it to college.'"
- Melissa

"Thank you for this wonderful opportunity. It is a blessing to have people so dedicated to helping students attend college."
- Katrina

How You Can Help

Ready to support a cause that speaks to your heart *and* your head?

Visit thenf.org to learn about ways to give and get involved. You'll also see nsoro's life-changing work through powerful video accounts of young men's and women's journeys to new hope.

THE nsoro FOUNDATION
PO Box 724445
Atlanta, Georgia 31139
404·524·0807
thenf.org

Article written for The nsoro Foundation for publication in their newsletter

Kids with No Place to Go "Home" to…

By Peter Bowerman

Foster-care kids don't have this everyday "luxury" enjoyed by kids with families…

© Dmccale - Dreamstime.com

In the past decade or so, a recurring story in the media is how many young people are returning home to live with their parents until well into their mid-to-late 20's and, in many cases, well beyond. Foster care youth don't have that option.

The opening paragraph of a University of Chicago study on former foster youth echoes this reality:

For most young people, the transition to adulthood is a gradual process. Many continue to receive financial and emotional support from their parents or other family members well past age 18. This is in stark contrast to…youth in foster care. Too old for the child welfare system but often unprepared to live as independent adults, the approximately 29,500 foster youth are expected to make it on their own long before the vast majority of their peers.

And this is despite the fact that, according to the report, "[O]nly one-quarter of these young people reported that they felt very prepared to be self-sufficient when they exited foster care."

Did you know, that when a foster-care youth "ages out" of foster care at 18, they can't be hosted by a foster parent anymore? *And* that support payments that foster-care parents receive from the state, stop?

Think about that. Imagine if your kids *had* to leave home at 18, and couldn't return? While many parents, in a wry moment, might say, "If only…," overwhelmingly, and naturally, most—even if they want more than anything for their kids to be self-sufficient—will absolutely be there for their kids should they need help.

And their kids—as much as they, as well, want to make their own way in the world—no doubt derive great comfort from knowing that should life turn south for whatever reason, they always have a place to return to. As the old adage reminds, "Home is where they have to take you in."

Foster-care kids don't have that luxury. Past their aged-out date, there *isn't* a place they can go, where someone "has to take them in."

nsoro, through our college-prep and scholarship programs, "takes them in"—and during a particularly precarious period of their lives. Indeed, the above study noted, that while only ~25% of foster youth surveyed felt prepared for self-sufficiency when they aged out of foster care, "…two-thirds reported that they felt very prepared to be self-sufficient at age 23 or 24."

It's those critical 5 years that can make all the difference in the trajectories of these kids' lives, and nsoro is there to dramatically boost the odds that those lives go well.

Article written for the nsoro foundation (www.thenf.org) for publication in their newsletter

For the Love of Family…

By Peter Bowerman

nsoro College-Bound Scholar Resolves to Live the Life His Sister Couldn't…

© Vladimir Mucibabic - Dreamstime.com

(The names in the following story have been changed to protect the privacy of those involved).

David, 17, is sitting in a session in one of nsoro's recent weeklong *College-Bound* summer programs. The session subject: How predatory sex-traffickers target foster-care youth on popular social media sites.

When David heard the words "sex trafficking," he begins shaking, and has to leave the room. And it was a special relationship with his sister that spawned this reaction…

David and his sister, Denise, 22, had been in foster care for most of their lives. While exceptionally close, they were only rarely together during that time. The

grim reality was this: For 13 years, from age 5 to 18, Denise was regularly sold into sex-trafficking rings by her foster parents.

It's probably not a stretch to say that few of us can fathom what a life like that would be like, nor the depth and severity of the scars it would leave.

Sex-trafficking of kids by foster parents, tragically, isn't as unusual as one might imagine. Social workers' caseloads are so overwhelming, it's surprisingly easy for a kid to fall off the radar for a while, and have their absence go unnoticed. Additionally, as the session explained, traffickers lurking on social media sites account for even more of it.

Periodically, Denise would break out of her current horrific "situation," call her caseworker, and be placed into a group home temporarily. Typically, she'd need to be put in solitary to "decompress" from the experience.

The caseworker, knowing how close David and Denise were, would often try to place them both in the same home.

Listening to David talk about his sister, you'd think they grown up together; they were unusually close, despite having had only brief and precious pockets of time together. It certainly wasn't the "always-there" families most of us are used too, but for them, it was *family* in the only sense they knew, and that made it special and sacred.

They remained close and in touch over the years. When David discovered the *College-Bound* opportunity, he shared the news with her. Denise told him she'd never had the chance to go to college, and that she wanted that for him. So, he was attending *College-Bound* because she, his sister, his *family*, wanted him there.

Stories like this one about David and Denise underscore the importance of nsoro's work, and motivate us to do all in our power to ensure our programs deliver on their promises: To offer **a vision of life beyond circumstances**. The stakes are just too high not to.

David finished out his *College-Bound* week, and "graduated" from the program. He did this despite finding out, the night before graduation, that Denise had been killed in a car accident just that day. Not finishing simply wasn't an option. After all, you don't let family down.

Project: *11 State-Specific Fact Sheets*
Purpose: *"Foundation on the Hill" meetings*
Client: *The Foundation Center*

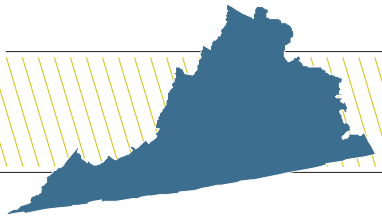
On the following three page are examples of state-specific fact sheets (of 11 total) created by *The Foundation Center*, a regional association of Southern foundations.

The sheets were presented to those states' congresspersons during the annual "Foundation on the Hill" (FOTH) gathering.

The goal: Showcase the impact of foundations to create good in the world, in order to ensure continued funding.

My job: Write one story, based on an interview with a pre-chosen foundation, that epitomized that state's noteworthy foundation-related accomplishments.

STATE OF VIRGINIA



SPOTLIGHT STORY

Feeding Hungry Minds *and* Bodies… Imagine trying to concentrate on homework at night when your last real meal was at 11 a.m. Research is clear: chronic hunger negatively affects children's short- and long-term health, behavior, school performance and cognitive development. Enter the innovative BackPack program, provided by the Foodbank of Southeastern Virginia, with funding from the Southeast Virginia Community Foundation and 15 others. The program distributes backpacks full of nutritious, non-perishable foods at the end of school days, and before weekends and school breaks. The 2011-2012 school year saw over 700 children in Chesapeake and Portsmouth receive over 60,000 meals—giving them a fighting chance in school and life.

Foundations

Number of Foundations	1,421
Total Giving	$523,753,000
Giving Per Capita*	$65
Total Assets	$7,550,181,000

Nonprofits

Number of Nonprofits	40,684
Revenue	$52,616,892,554
GSP %**	12.55%
Employment	233,100
State Workforce %	7%
Total Assets	$139,390,547,103

The nonprofit sector is the
third largest employer in the state when compared to other industries.

Source for economic impact data: *The Economic Impact of Georgia's Nonprofit Sector.* Atlanta, GA: Georgia Center for Nonprofits, 2012.

Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

Source for all foundation data: The Foundation Center, 2013. Data is for 2010.

* Per capita giving figures in actual dollar amounts. Based on July 1, 2010 resident populations as reported by the U.S. Department of Commerce, Census Bureau, as of March 2010.

**Based on 2010 Gross Domestic Product figures per state as reported by the U.S. Department of Commerce, Census Bureau, as of March 2010.

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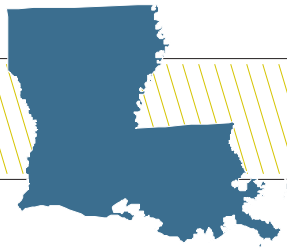
STATE OF LOUISIANA



SPOTLIGHT STORY

Keeping the Music Playing… Louisiana's cultural sector is a critical pillar of its economy, with nearly 150,000 cultural workers—musicians, artists, and restaurant workers—most low-wage employees with little or no health insurance. To protect these precious assets, the Louisiana Cultural Economy Foundation, with funding from the Foundation for the Mid South, hosts medical and mental-health screenings where these workers congregate: restaurants, backstage, at festivals, etc. When problems are identified, workers are referred to healthcare providers for low- or no-cost treatment, ensuring they can keep earning a living. A newsletter distributed to both workers and those that employ them helps build awareness of these support services.

In Louisiana, 83.7% of foundation giving remains in-state.

Based on all grants of $10,000 or more awarded by a national sample of larger U.S. foundations.

Foundations

Number of Foundations	479
Total Giving	$166,644,000
Giving Per Capita*	$37
Total Assets	$3,346,747,000

Nonprofits

Number of Nonprofits	18,210
Revenue	$17,854,695,202
GSP %**	7.68%
Employment	104,800
State Workforce %	6%
Total Assets	$43,799,028,556

Close to 84¢ of every dollar awarded by Louisiana foundations stays in the state.

Source for economic impact data: *The Economic Impact of Georgia's Nonprofit Sector.* Atlanta, GA: Georgia Center for Nonprofits, 2012.

Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

Source for all foundation data: The Foundation Center, 2013. Data is for 2010.

* Per capita giving figures in actual dollar amounts. Based on July 1, 2010 resident populations as reported by the U.S. Department of Commerce, Census Bureau, as of March 2010.

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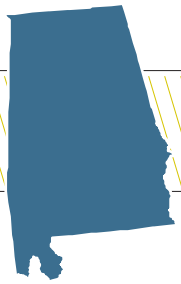
STATE OF ALABAMA



SPOTLIGHT STORY

Continuing Their "Visionary" Work… Since their inception, Sight Savers America has helped 300,00 Alabama children succeed in school and life, providing eye exams, glasses, contact lenses, surgery, and much more. Children are referred to Sight Savers by various community programs, schools, HeadStart/daycare facilities, and others. In times of uncertain government funding (6400 of the expected 32,000 referrals this year will go unfunded), they'd be unable to continue this level of service without significant foundation support, including from the Eyesight Foundation of Alabama. Through this support, more children can see the blackboard, do their homework, groom themselves, or even recognize a mother's face.

In Alabama, 90.9% of foundation giving remains in-state.

Based on all grants of $10,000 or more awarded by a national sample of larger U.S. foundations.

Foundations

Number of Foundations	795
Total Giving	$169,126,000
Giving Per Capita*	$35
Total Assets	$2,646,957,000

Nonprofits

Number of Nonprofits	20,012
Revenue	$12,563,069,633
GSP %**	7.38%
Employment	74,700
State Workforce %	4%
Total Assets	$35,696,177,866

More than 90% of grant dollars awarded by Alabama foundations go to in-state recipients.

Source for economic impact data: *The Economic Impact of Georgia's Nonprofit Sector.* Atlanta, GA: Georgia Center for Nonprofits, 2012.

Source for number of nonprofits, assets & revenue: Internal Revenue Service, Exempt Organizations Business Master File (August 2012). Data is for registered 501(c)(3) nonprofit organizations.

Source for nonprofit employment data: Holding the Fort: Nonprofit Employment During a Decade of Turmoil, Lester Salamon and S.Wojciech Sokolowski, Stephanie L. Geller, Nonprofit Employment Bulletin #39, Johns Hopkins Center for Civil Society Studies, 2012. Data is for 2010.

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I was asked to rework the article below to make it more engaging. My revised version immediately follows the original below.

The Importance of Paper ::

How It Makes Your Brand Stronger

All nonprofits have a mission, a goal to make great changes in the, lives of our society. All organizations handle many different issues in many different ways. Organizations work hard to brand themselves threw there values, mission statements and the important decisions they make everyday. Visually, a logo is the one thing that is directly connected to your organization consistently. Using the combination of shape, color, and typography, you visually stand out. A style guide is used to help everyone in an organization stay consistant with brand elements. It is a referrence that keeps everyone on the same path. The most basic information included are the does and don'ts with the logo itself, but also the colors, typeography to use, and when and how they should be used. The question we are asking is, why would paper usage be important to include as part of your brand guidelines and what are the bennefits?

Designating a paper/papers that will hold the brand of an organization is as important as the logo itself. When someone has held your business card then recieves a mailer about an upcoming event, you want that person to feel the same paper. Is it smooth, or textured, thick and sturdy or thin and flimsy. Also, how well do the colors look on the paper. We are referring to consistency, and the added value paper brings to a brand. Paper is important to included in the decission making process of the brand guidelines.

Brochures, flyers, handouts and all other printed materials are an integral part of telling the story of a nonprofit. The paper caring your message should match who you say you are. If the message is about sustainability, think about using recycled paper. Consider your audience and how they might react to different paper options. Some groups of people might responed well to textured papers. Others might be more visual, then considering colors will be important. Organizations put a lot of effort into there brand and the materials they produce, it only makes since to take pride in selecting the paper that will carry the message.

The key things to consider when making paper selections are, the type of materials you'll be producing, the colors, textures and weights available within a paper brand, and finding a coated and uncoated product that will print brand colors consistantly. Choosing a paper that will run on a digital and off-set press is recommended. Having the option of small quantity print runs on a digital press will be more afordable than large off-set printing.

When thinking about paper the perception is this will lead to a higher cost when really, it is quite the opposite. Making all of these decissions up front will not only save money, but also time. Time is money. You will only need to go threw the process of paper selection one time, not piece by piece. All paper selections made will be specified in the brand guidelines. Postage cost can also be determined, which can also be included in the brand guidelines. Paper dummies can be made and weighed up front so there are no suprises in the future.

When a nonprofit has a brand they can be proud of, it creates a sense of exitement within the organization. You want to show the world who you are and what your about. When this happens, that positive energy will spread to your donors, volunteers, and constituents. Selecting a paper that can really show off your brand can really bring that exitement to life.

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Is Paper Really That Important?

How the Right Paper Can Actually Strengthen Your Brand (for starters…)

Picture this… Someone to whom you've given one of your organization's business cards, then receives a mailer about your upcoming event. If the business card was printed on a different (perhaps cheaper?) stock than the mailer, what feeling might they be left with?

Perhaps nothing consciously, but don't kid yourself: so many impressions people get, even subconsciously, are just as, if not *more* powerful than anything they consciously perceive. Varying paper qualities/styles can leave a vague sense of a "less-than-buttoned-up" organization—whether or not it's true.

By the same token, maintaining consistency in every piece of paper your audience comes in physical contact with, can ensure that those subterranean perceptions are ones of reliability, solidity and conviction.

Unconvinced? Consider the near-manic obsession marquee brands have with their colors (think Coca-Cola red, Tiffany blue, etc.). They know how critical it is for their customers to always perceive their colors the same way every time, in order to elicit the same buying impulse.

All nonprofits have a mission—a goal to make significant and substantive changes in the lives of those they serve, as well as society at large. While organizations will handle different issues in different ways, all organizations work hard to brand themselves through their values, mission statements and the important decisions they make everyday.
But those are just the beginning…

Take a logo. Visually, a logo is the one thing directly and consistently connected to your organization. Using the combination of shape, color, and typography, your goal is to visually stand out. And a good logo will do just that.

How about styles guides? A style guide is a reference that helps everyone in an organization stay consistent with brand elements, and all on the same path. It includes basics like the do's and don'ts of the logo itself, along with the exact colors and typography, and when and how they should be used.

So, what about paper? Why would the proper choice of paper be important to include as part of your brand guidelines? What are the benefits of doing so?

Designating a paper/papers that will be the vehicle of an organization's brand is as important as the logo itself. As discussed, when your audience interacts with your entity's printed materials again and again, you want their experiences (and by extension, their impressions) to be consistent. You want that person to feel the same paper every time.

Is it smooth or textured? Thick and sturdy, or thin and flimsy? How good do the colors look? Simply put, a consistent choice of paper can bring "added value" to a brand.

As such, it's crucial to include uniform paper choices in your brand guidelines. Business cards, brochures, flyers, direct mail pieces, handouts, invitations, and any other printed materials, are integral to the telling of a not-for-profit's story. What factors come into play? After all, the paper carrying your message should match who you say you are.

If the message is about sustainability, consider using recycled paper. Some groups might respond well to textured papers. Others might be more visual. If so, colors will be important. Consider your audience and how they might react to different paper options.

Serious NFP's put extraordinary effort and commitment into achieving their mission. They're serious about their brand and the materials they produce to forward their goals and deliver their message. It only makes sense to put care and thought into the selection of paper that will carry that message.

What are the key things to consider when making paper selections?

- The type of materials you'll be producing
- The colors, textures and weights available within a paper brand, and…
- Finding a coated and uncoated product that will print brand colors consistently

In addition, choosing a paper that will run on both digital and offset presses is recommended. Why? Being able to print shorter runs on a digital press is a more affordable option than large offset printing.

But won't the use of quality paper on a consistent basis cost more? Actually, it's exactly the opposite. Making all of these decisions upfront will save money *and* time (and time *is* money). The benefits:

- You only go through the paper-selection process once, not piece by piece.
- All selections you make will be specified in the brand guidelines.
- You can determine postage costs (also to be included in brand guidelines).
- Paper dummies can be made/weighed up front to avoid surprises in the future.

When a nonprofit has a brand it's proud of, it creates excitement within the organization. You want to show the world who you are, what your vision is, and what you stand for. When this happens, that positive energy will spread to your donors, volunteers and constituents. Selecting the right paper to powerfully showcase your brand can really bring that excitement to life.

LIKE WHAT YOU SEE?

Want to learn more? Reach out today!

We'll talk about your needs, where your organization is today, where you want it to go, and how my skills can be best put to use to help you get there.

Find out how I might help you, as I've helped these non-profit entities:

Atlanta-Fulton Public Library System
Chattahoochee Riverkeeper
The Foundation Center
Georgia Firefighters Burn Foundation
Georgia Humanities Council
Junior Achievement
Moving in the Spirit
The nsoro Foundation
The Robert K. Greenleaf Center
The St. Vincent de Paul Society
STE(A)M Truck
Visiting Nurse Health System

I look forward to helping your organization speak like it's never spoken before.

Peter Bowerman
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