

MI



A



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

ABOUT

J. Murphy & Associates (JMA) is a consulting firm providing full-service development, communications, event management, and creative design services. We work to enhance your organization's resources to maximize and clearly demonstrate Return On Investment, whether your primary goal is to raise funds or plan for the future.

We provide flexible support for short- and long-term projects. Our collaborative team offers a wide range of expertise: from grant writing to event planning, and from individual giving strategy and campaigns to prospect research.

Enclosed, you will find detailed information about the services we offer. Our first consultation is always complimentary. We look forward to meeting with you and learning about your organization.

Professional Fundraisers:

JMA is a woman-owned business, registered with the State of Minnesota and the Minnesota Attorney General's Office. We are members of the Minnesota Council of Nonprofits.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

DEVELOPMENT

J. Murphy & Associates specializes in offering full development and grant writing services. Our talented staff have combined professional experience in research, writing, editing, communications, management and major donor work. We are committed to working with your organization to ensure success.

Plan Creation

- ☐ Summarize current fundraising efforts based on revenue, networks, campaigns, board support, and board interaction
- ☐ Review objectives and goals; make suggestions
- ☐ Review of nonprofit structure and organizational development

Grant Writing

- ☐ Government/Federal Grants
- ☐ Private/Public Corporations
- ☐ Local/National Foundations
- ☐ Small Family Foundations

Grants Management

- ☐ Research and create grants submission schedule
- ☐ Edit and publish grant deadlines
- ☐ Coordinate and manage review process
- ☐ Send notification and denial letters
- ☐ Coordinate mailings, meetings and correspondence

Annual Campaigns

- ☐ Coordinate individual donor campaigns including solicitation letter, donor cards, remit envelopes, promotional insert ideation, vendor research and management

Board Development and Strategy

- ☐ Development of governing structure, organizational assessment, operational plan
- ☐ Surveying
- ☐ Plans, guidelines, strategy sessions
- ☐ Board member placement
- ☐ Operational overview and evaluation

Individual Donor Development

- ☐ Database management
- ☐ Mailings
- ☐ Cultivation Events

Compliance

- ☐ Developing evaluation measures to show tangible results (to increase chances of renewable funds)
- ☐ Review committed grant compliance obligations and provide assistance with understanding usage of grant funds
- ☐ Back-up documentation, record keeping and creation of forms
- ☐ Compliance reporting



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

FINANCIAL DEVELOPMENT

J. Murphy & Associates provides a breadth of financial development services tailored to meet the needs of your organization and project. We provide a framework for successful collaboration among real estate developers, private and governmental entities and community stakeholders. Our clients range from small public organizations to large for-profit and nonprofit developers. We provide hands-on consulting services to guide and support all aspects of your capital project.

Our Services Include:

- ☐ Financial feasibility documents
- ☐ Project management
- ☐ Public and private financing
- ☐ Community outreach
- ☐ Program development





J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

COMPLIANCE & REPORTING

J. Murphy & Associates works with organizations to help them ensure they are compliant with grant and contract obligations. In our work, we review the obligations to determine agreement, or gaps. We provide assistance in the creation of evaluation metrics and data collection at key points during implementation and at the conclusion of programming to show results. We also assess the effectiveness of internal systems and processes to gather information for reporting, in addition to making recommendations for data collection including form creation, database selection and consistent data entry. We provide expertise and onsite assistance in backup documentation, filing, record keeping and form creation.

Compliance

- ☐ Develop evaluation measures and goals
- ☐ Review committed grant compliance obligations
- ☐ Provide assistance with understanding usage of grant funds
- ☐ Offer backup documentation, record keeping and creation of forms
- ☐ Work with client to develop processes and systems, ensuring accuracy and dependability
- ☐ Test and assess data collection
- ☐ Write and submit reports



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

GRANT WRITING: CLIENT SHARED DOCUMENTATION

- ☐ Are you a 501(c) 3?
- ☐ Organization Name:
 - ☐ Legal name, if different
 - ☐ Mailing Address, Phone Number, Fax Number, Web Address
 - ☐ Do you have multiple sites? If yes, list location addresses and phone numbers
- ☐ Contact Information
 - ☐ Name, Title, Phone Number, Email Address
 - ☐ Contact(s) for additional information (budget, program, admin)
- ☐ Does the organization meet Charities Review Council Accountability Standards?
If yes, indicate most recent review date
- ☐ Date Founded
- ☐ Background/History of the Organization
- ☐ Mission Statement
- ☐ Vision Statement
- ☐ Any other organization statements, if applicable (Ex.: core values....)
- ☐ Do you have bylaws in place? (May need for some funders)
- ☐ Goals, Objectives, Outcomes (Include list for organization overall and by individual program)
- ☐ Program/Agency Statistics for 2020 and 2021 year-to-date
 - ☐ Organization-wide statistics and breakdown by program
 - ☐ Number served and in what capacity
 - ☐ Demographic information on clients served (including immigrant and ethnic breakdown, if applicable)
 - ☐ Any additional information that quantifies clients/services
 - ☐ Geographic areas served, (states, regions, neighborhoods, other...)



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

CLIENT SHARED DOCUMENTATION

- ☐ Program Descriptions
 - ☐ Current services
 - ☐ Any future expansion plans
 - ☐ What community need/issue do you address
 - ☐ What challenges exist
 - ☐ Community benefit
 - ☐ Why are you the organization to do it (Why are you the best?)
 - ☐ Include time frame of services provided (year-round; school-year; etc.)
 - ☐ Specific program activities
 - ☐ Who will carry out the activities
- ☐ Client success story (Let this story illustrate success of programming)
- ☐ Collaborators
 - ☐ List by name
 - ☐ Describe collaboration
- ☐ Relationships with agencies providing similar programs/services
 - ☐ Describe how your organization interacts with other organizations
 - ☐ Describe how you are different than other organizations
- ☐ Professional organizations your organization belongs to that are different than collaborations/relationships above (Chamber, Membership, etc...)
- ☐ Are you part of a national or statewide or network organization? If yes, provide name; what is the relationship/role/ services/support provided?
- ☐ Staffing
 - ☐ Number full-time and part-time with FTE total; volunteers
 - ☐ Do you have a need for volunteers from corporations for events or programming?
 - ☐ Are you seeking additional board members?
- ☐ Recent awards, recognition, accomplishments
 - ☐ List Award Title, Presenting Organization, Date, Reason Received
- ☐ Research or sources to prove there is a need for services the organization provides
 - ☐ Reports and research by others to indicate need
(This will give us a starting point to address the Opportunity/Needs/Challenges section)



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

CLIENT SHARED DOCUMENTATION

- ☐ Evaluation – how do you evaluate organizational effectiveness and current programs and services?
 - ☐ Examples: Number served; Client survey; Board/staff review
 - ☐ Outcomes are measured by what benchmarks?

FORMS NEEDED:

- ☐ IRS determination letter
- ☐ 2020 and 2021 Agency Budget
- ☐ 2020 and 2021 Program Budget(s)
- ☐ Board of Directors list (Include Name, Board Position, Affiliation, Title/Position)
- ☐ Key Staff – Name, Title, Brief description of employee's experience (degree, experience) and Brief description of duties within organization
- ☐ 2019-20 and 2020-21 (to date) lists of corporation/foundation contributions
- ☐ 2021 year-to-date financials
- ☐ Audited financials – most recent year
- ☐ 990 – most recent
- ☐ Annual report – if available
- ☐ Brochures describing organization and programs – if available
- ☐ Previous grant request(s) written on behalf of the organization. This can address some of the narrative information needed, such as history - if available
- ☐ Organization Chart (can be informal – just for our internal use)
- ☐ Strategic Plan/Annual Plan - if available



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

Grantwriting Timeline

A General Overview Provided by J. Murphy & Associates



Ongoing=

Build Relationship With Funders

Outreach to Funders

Messaging to Stakeholders



(CLIENTS, PARTICIPANTS, FUNDERS, POTENTIAL FUNDERS,
POTENTIAL CLIENTS, COMMUNITY-AT-LARGE)



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

CAPITAL

J. Murphy & Associates provides tailored guidance and execution through all stages of your expansion, from feasibility to celebration. Additionally, our communications expertise will help crystallize and amplify your message. We offer individual services or an integrated package that can include the following elements:

- ☐ Capital campaign committee coordination and monitoring
- ☐ Lead-Funder outreach and cultivation
- ☐ Event planning and logistics
- ☐ Print and digital communications targeting fundraisers at all levels, legislators, and the public
- ☐ Case statement development
- ☐ Grant template creation

As you consider and plan your capital campaign, JMA's expertise will help you clarify external perceptions, refine objectives, and begin the critical task of nurturing potential donors, leaders, and volunteers. Incorporating stakeholder feedback at this stage helps position your campaign as compelling and urgent.

In the public phase, our services maximize awareness and donor cultivation. We offer guidance for your staff, board, and advisor resources to align all efforts toward success. Our strategic communications work helps you customize appeals while preserving authenticity to engage a diverse complement of institutional, public, corporate, and individual funders.

As you celebrate your capital campaign's success, JMA will help you do so in a way that strengthens donor relationships, enhances your reputation, and positions your newly expanded programming for maximum impact.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

COMMUNICATIONS

J. Murphy & Associates offers strategic communications, marketing, and design that allows your organization to clearly present mission, vision, and goals to key stakeholders.

Strategy

- ☐ Marketing and communications plan creation
- ☐ Integrated campaign development
- ☐ Profile/identity enhancement and cohesion

Market Research

- ☐ Audience surveying and focus groups
- ☐ Competitive research
- ☐ Secret shopping

Annual Campaign Development

- ☐ Individual donor campaigns
- ☐ Letters of request
- ☐ Donor cards
- ☐ Remit envelopes
- ☐ Promotional insert ideation
- ☐ Fulfillment

Media Relations

- ☐ Press and media relations outreach
- ☐ Identification of target audiences, key media and story angles to attract new audience members, supporters and volunteers
- ☐ Well-written media releases, media alerts and pitch stories
- ☐ Controlled messaging
- ☐ Interview preparation including script and speech writing
- ☐ Ability to function as organization's spokesperson
- ☐ Media clip follow up and vendor management



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

DESIGN, WEB & SOCIAL MEDIA

J. Murphy & Associates knows your organization operates in a competitive landscape. We offer design and strategic communications to create print and online materials that will clearly present your organization's mission, vision, and goals to key stakeholders. From full identity systems to website design, we are able to help achieve your organization's design and communication goals.

Creative Services

- ☐ Concept ideation
- ☐ Content development and copywriting

Content Editing, Proofreading and Original Design:

- ☐ Advertisements
- ☐ Flyers
- ☐ Direct mail pieces
- ☐ Promotional materials
- ☐ Presentations (including HD)
- ☐ Brochures
- ☐ Annual reports
- ☐ Full identity systems (logo, stationery, style guides)
- ☐ Newsletters and e-newsletters
- ☐ Signage (outdoor, banners, tradeshow displays)

Event Collateral

- ☐ Save the dates, e-save the dates
- ☐ Invitation and RSVP packages
- ☐ Event signage (registration direction, auction)
- ☐ Event programs, auction books
- ☐ PowerPoint and HD video presentations

Fund Development and Annual Campaign Development

- ☐ Annual Campaign materials
- ☐ Individual Donor Campaign materials
- ☐ Online Campaign strategy and design

Web Development – Complete website design and technical development:

- ☐ Information architecture
- ☐ Usability
- ☐ Graphic design
- ☐ Content development
- ☐ Coding
- ☐ Search Engine Optimization (SEO)
- ☐ Website analytics
- ☐ Administration
- ☐ Website redesign and upgrade services

Social Media Space Development

- ☐ Create social media pages (Facebook, LinkedIn, Twitter, other) including technical development, page flow and layout, content development
- ☐ Develop strategic launch campaign
- ☐ Integration with organization's existing online spaces (website, blogs and other online spaces)
- ☐ Manage content and updates (text and photographs)

Printing and Fulfillment

- ☐ Work with external vendors to execute and arrange fulfillment for any project (advertising, direct mail, publishing, promotions, event materials)
- ☐ Obtain bids and provide external vendor management
- ☐ Manage proofing process and pre-checks



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

EVENTS

J. Murphy & Associates offers full service event management beginning with planning and ending with onsite execution. We are also available to augment your existing staff or volunteer committee to provide support in the areas you need most, such as the silent auction or logistics management.

JMA SPECIALIZES IN EVENTS INCLUDING: Luncheons, Receptions, Galas and Benefits, Cultivation Events, Staff and Board Retreats, Individual Donor Gatherings, Community Events, Trade Shows and Conferences. As appropriate, we can coordinate revenue-generating activities for your event such as raffles, wine displays, silent auctions, live auctions and live asks.

Event Management Services

- ☐ Planning/coordination
- ☐ Strategic plan creation
- ☐ Time line creation and management
- ☐ Budget creation and management
- ☐ Meeting and committee coordination
- ☐ Committee and volunteer coordination
- ☐ Logistic management
- ☐ Venue and vendor contract negotiation/management
- ☐ Theme ideation and application
- ☐ Room design and floor plan creation

Fundraising and Revenue Generation

- ☐ Sponsorship solicitation
- ☐ Silent and live auction item solicitation
- ☐ Wine displays, raffles, games, drink specials, etc.
- ☐ Fund-a-Need/live ask ideation and collateral creation
- ☐ Exhibitor booth sales

Media Relations

- ☐ Plan creation
- ☐ Outreach
- ☐ Onsite Coordination

Program Creation and Management

- ☐ Talent and entertainment contract and rider negotiation
- ☐ Talent and entertainment management
- ☐ Emcee and/or auctioneer coordination
- ☐ Event script creation and speaking notes
- ☐ Speaker management and program coordination

Onsite Event Production

- ☐ Theme application
- ☐ Event setup
- ☐ Silent auction setup
- ☐ Registration and guest management
- ☐ Onsite event management/program coordination
- ☐ Live auction spotting/running
- ☐ Auction sales/auction-out services

Post-Event

- ☐ Auction item delivery
- ☐ Auction payment collection
- ☐ Event reporting/budget reconciliation
- ☐ Post-event online auction services
- ☐ Acknowledgment letters



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

BILLING

J. Murphy & Associates Offers Several Billing Options

Hourly Rate—Starting at \$72.50 per hour.

This rate is most often utilized for grant writing, consulting, strategic planning, and website maintenance. Please note: Federal and Private Family foundation grants not included in monthly retainer contracts will be billed at JMA's hourly rate due the complexity in nature of these grant proposals.

Monthly Retainer—Based on project scope.

A monthly retainer allows you to contract JMA's professional development, communications, event management and creative design services on an ongoing basis for part-time or full-time efforts to augment your existing staff in order to achieve fundraising, outreach and awareness objectives.

Set Project Fee—Based on project scope.

A set project fee is ideal for short-term projects such as new website design, annual report design, fund development and/or marketing plan creation.

Multiple Rate Options

As part of JMA's flexible billing options, we offer our clients the ability to mix our billing rates.

Example: A client may hire JMA for monthly grant writing services on retainer, but hire JMA hourly to update the organization's website as the website may only require a few hours per month of maintenance.

CONTRACTS As professional fundraisers registered with the Minnesota Attorney General's Office, J. Murphy & Associates requires a signed contract with each organization for which we provide services. Contracts are submitted to the State of Minnesota each quarter for review.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

SUMMARY OF QUALIFICATIONS

Introduction

J. Murphy & Associates, LLC (JMA) is a consulting firm that provides full services in development, communications, and events. We strive to enhance your existing resources to help maximize the return on investment in JMA. In 2020, we collectively secured for our clients \$10 million.

Our experienced team offers a wealth of expertise managing the planning, creation, and delivery of any task assigned. Offering flexible support, we are committed to producing a high-quality final product, while working closely with our clients every step of the way. JMA is registered with the Minnesota Attorney General's Office, the Association of Fundraising Professions and is a member of the Minnesota Council of Nonprofits.

Relevant Experience

J. Murphy & Associates has assisted a wide variety of organizations in achieving their goals, including organizations providing direct service in the areas of housing, health and nutrition, food insecurity, education, mental health, social and racial justice, employment, youth programming and diversion, early childhood development, literacy, and parent engagement and mentoring. Populations served by our client organizations include veterans, families, at-risk youth and their families, the elderly, homeless individuals, immigrant groups, and communities of color.

What We Offer

As a strategic partner, JMA will provide analysis, recommendations and implementation of a multi-faceted fundraising and communications strategy to help your organization elevate its influence and profile within the community while reaching its goal of increasing fundraising revenues and ROI.

With our history and knowledge, JMA is well positioned to move ahead quickly to meet goals. Our experience means we are uniquely positioned to hit-the-ground-running and execute a results-focused development strategy quickly.

PLAN CREATION Demonstrated experience in review of organization structures, staffing, budgets and funding priorities, and creation of customized development plans based on your organization's unique goals and objectives.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

DONOR RESEARCH Expert staff trained to gather and analyze information that helps identify, qualify, and define prospective donors to support and inform an organization's fundraising strategies and outreach efforts, particularly in the area of major giving.

ANNUAL CAMPAIGNS Proven success in coordination of individual donor campaigns including creation of letter of request, donor cards, remittance envelopes, promotional insert ideation, vendor research and management (print or online).

INDIVIDUAL/MAJOR DONOR DEVELOPMENT Expertise in cultivating individual donors through innovative plan creation, integrated campaign implementation, and stewardship.

GRANT WRITING Extensive grant writing expertise for government/federal grants, private and public corporations, local and national foundations, and small family foundations. Additionally, we provide grants research and grants management services including notification, denial and acknowledgment letters, and donor recognition collateral.

COMPLIANCE Experience in reviewing committed grant compliance obligations for the creation of evaluation measures that show tangible results. Provide onsite assistance in back-up documentation, record keeping, and form creation.

EVENT MANAGEMENT SERVICES Full-service event management experience that includes cultivation receptions and meetings for major donor and individual campaign cultivation – from planning to onsite implementation.

FUNDRAISING AND REVENUE GENERATION Expertise in the areas of sponsorship, silent auction, and other revenue generating activities including solicitation support from concept ideation and collateral materials design, to list generation and solicitation, and follow up services.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

Select JMA Staff

J. Murphy & Associates offers great breadth of experience and depth of knowledge in development and communications planning. Following are highlights of our team members' individual experience and expertise:



JULIE MURPHY, PRINCIPAL

A graduate of the University of Minnesota, Julie has more than 20 years of experience functioning as an Advancement and Development Director for various agencies including Minnesota Visiting Nurse Agency (MVNA), the Metropolitan Economic Development Association (MEDA) and Tubman Family Alliance. These positions, along with her roles in the National Retiree Volunteer Council and Twin Cities Public Television, have helped Julie hone her expertise in strategic marketing and communications planning, event management and fundraising. Julie also has a strong background in Volunteer Leadership and Board Development, her professional achievements include launching MVNA's Flu Shot Program with the Health Fair 11 and UCARE to produce one of the nation's most successful public flu shot campaigns to date, raising more than \$500,000 annually from 2002-2005 for "An Evening Among Stars," MEDA's annual gala which became a "Business Journal Top 25," and launching her own business, J. Murphy & Associates, in 2005. Julie also has experience with CRM and fundraising software and platforms including Raiser's Edge, eTapestry, Goldmine, Little Green Light, Donor Advisors, Salesforce, and more. When she isn't busy running JMA, Julie enjoys throwing dinner parties, cooking, and being with her family. She also loves watching crocuses bloom in the spring, taking vacations to Florida or Belize, and cheering for the Vikings.



SHAINE PICARD, VICE PRESIDENT - INSTITUTIONAL AND CORPORATE GIVING

An alumnus of the University of Minnesota and MN School of Public Health, Shaine brings over 10 years of experience in customer service, management, research, fundraising, and development. She has worked in various capacities with nonprofits like Southeast Como Improvement Association and the Coalition of Somali American Leaders, as well as several local for-profit start-ups in the Twin Cities Metro. Shaine also volunteers locally and internationally with organizations including Relay for Life, Feed My Starving Children, and Foundation for International Medical Relief of Children. She enjoys traveling, cooking, skiing and yoga in her spare time.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS



SARAH WENNERBERG, DIRECTOR OF OPERATIONS AND PROJECTS

Upon college graduation, Sarah became the evaluation specialist/internal grants manager for a Children's Mental Health/Family Services Collaborative in west central Minnesota.

There, she dove into the world of grant writing and reporting, building relationships with collaborative partners, and driving outcome-based programs. After a stint as a stay-at-home mom to her three children, Sarah joined JMA to manage the grant development process and ensure a great product. During her non-JMA time, Sarah hangs out with her husband and

kids, walks, reads, and occasionally starts a crochet project (but does not necessarily finish). She also volunteers whenever possible for church, school, recreational sports teams, and slams a lot of coffee.



BEV ORDAHL, EVENTS DIRECTOR

A graduate of Minnesota State University-Mankato, Bev brings over 15 years of management, marketing and visual merchandising experience to the JMA event team. Active in her community, Bev has managed and coordinated numerous Minnesota Youth Athletic baseball tournaments and annual school fundraisers. On her off days, she enjoys reading, watching Minnesota Twins baseball games and going to yoga classes.



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS



TRISHA SKAJEWSKI, DIRECTOR, INDIVIDUAL GIVING AND EVENTS

Upon graduating from the University of Minnesota-Duluth, Trisha began her non-profit career with the Alzheimer's Association. A move to northern Minnesota officially launched her fundraising career where she served in higher education and independent schools. Upon transitioning back to the Twin Cities, she continued in development and has held roles in annual giving, development operations, CRM software and events. Her campaign experience includes capital, capacity building and the comprehensive approach. She enjoys spending time with her family, reading, and traveling, and in the winter, you can find her cheering on her son at the hockey rink



GINA TOWLE, DEVELOPMENT MANAGER

After graduating from the University of Wisconsin-La Crosse, Gina moved to Minneapolis and quickly fell in love with the city she now calls home. Prior to JMA, Gina worked with ex-offenders integrating back into the community from the criminal justice system, followed by developing fundraising campaigns and assisting with events at a local non-profit. She believes in the importance of funding opportunities for underserved & deserving communities. In her spare time she loves to volunteer at the humane society, take her dog hikes, and explore new spots around the city.

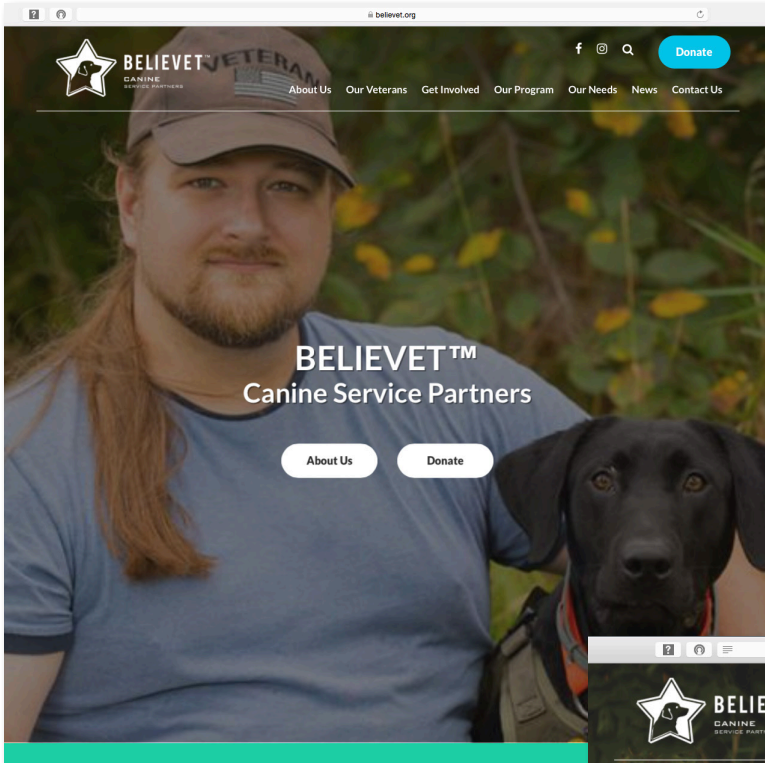
Full staff resumes are available upon request.



J. MURPHY & ASSOCIATES

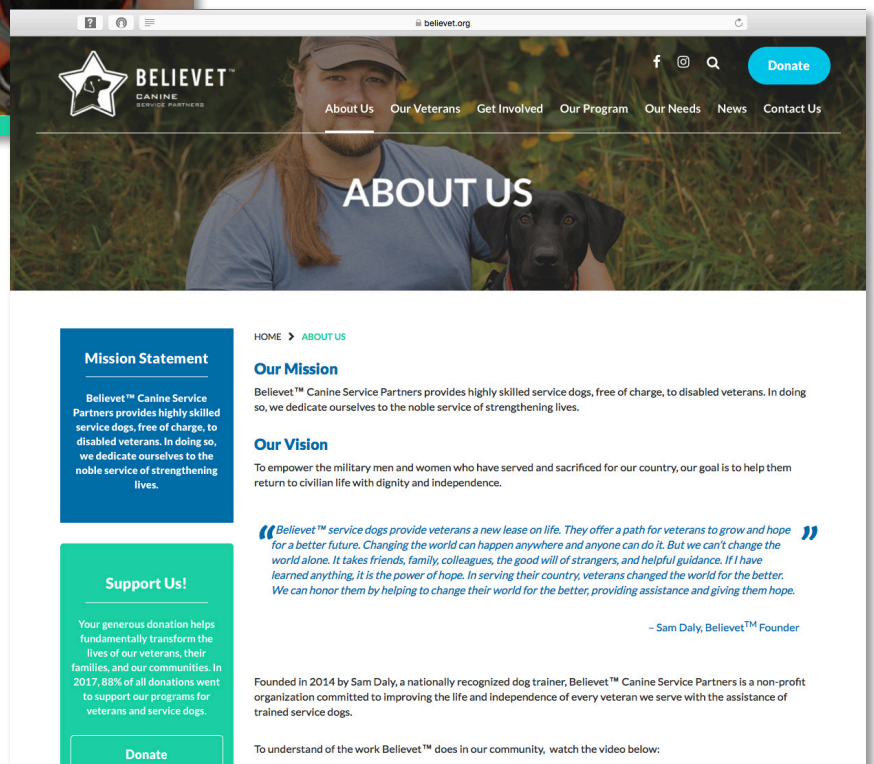
STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

PORTFOLIO



Client: Believet

Project: Full Website Redesign



1300 NE Godward St, Suite 2625, Minneapolis, MN 55413

P 612.746.4150 www.jmurphyassociates.com



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

Client: Page Education Foundation // Project: Annual Report

VISIONARY WITNESS TO JUSTICE



PAGE CONNECTIONS PROGRAM

MEET PARIS: When Paris Yarbrough started as a Page Scholar, she didn't know any lawyers, much less any lawyers who looked like her. She grew up on the East side of St. Paul with her mother, who struggled with substance abuse. She spent her time in community centers and libraries, where she found academic support, encouragement, and her first role models. She experienced firsthand the importance of investing in communities and helping families empower themselves.

"I am the first in my family to earn a four-year degree and the first to go to law school," Paris says. "I'm here to be a lawyer because I want to see my community succeed."

Page Connections equips Paris with the tools and professional network she needs to become an advocate for her community. As a new graduate of Augsburg College, Paris met mentor Irene Kao, a practicing attorney, through Page Connections. "Irene really pushed me, even when I felt like I was going in circles. She was such a good mentor to me, I think about ways I can be a mentor to others, now."

Paris credits mentorship, Page workshops on intersectionality and leadership skills, and access to a broad network of attorneys of color working in the Twin Cities with helping her find her purpose as a future lawyer in family and juvenile law. Her involvement with Page Connections has already come full circle: in her final years of law school, she has started mentoring younger Page Scholars herself.

"Page Connections lets you lean on the shoulders or follow in the footsteps of successful women of color who **know what you're going through and where you are coming from**...I want to give girls the chance to see the value of law school and help them through it the way the Foundation has helped me."

—PARIS YARBROUGH, Augsburg College, University of St. Thomas Law School (2019)
Bachelors in Political Science, Juris Doctor

Page Scholars worked at
227 internships,
78 of which were paid

1300 NE Godward St, Suite 2625, Minneapolis, MN 55413

P 612.746.4150 www.jmurphyassociates.com



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS

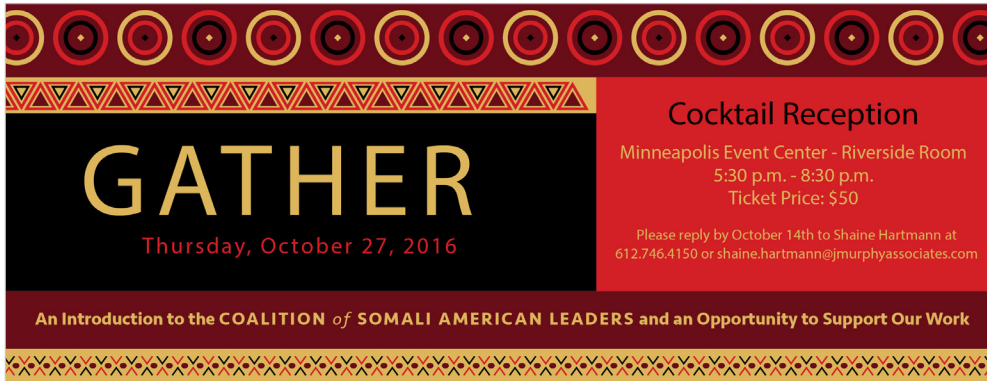


Clients: Global Academy, Isuroon // Project: Logo Design



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS



RSVP Please reply by October 14, 2016
Thank you for your support!

Name: _____
Business: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone/Email: _____

Ticket(s): _____ x \$50 = \$ _____
Sorry, I am not able to attend. Please accept a gift of \$ _____
Total Amount \$ _____

☐ Check Enclosed (Please make payable to YouthPrise)
☐ Credit Card: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Name on Card: _____
Credit Card Number: _____
Expiration Date: ____/____ Security Code: _____
Billing Zip Code: _____

GATHER

Your gift supports the work of the Coalition of Somali American Leaders. Thank you for helping us achieve racial equity and a promising future for our Somali immigrant families.

Contact information (name, address): _____

Suggested donations:
☐ \$ 500 ☐ \$ 100
☐ \$ 250 ☐ \$ 50
☐ Other _____

Payment Method
Total Amount \$ _____
☐ Check Enclosed
(Please make payable to YouthPrise)
☐ Credit Card:
☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover
Name on Card _____
Credit Card # _____
Expiration Date ____/____
Security Code _____
Billing Zip Code _____

Client: Coalition of Somali American Leaders

Project: Event Invitation Suite, Sponsorship Form, and Donation Card

1300 NE Godward St, Suite 2625, Minneapolis, MN 55413

P 612.746.4150 www.jmurphyassociates.com



J. MURPHY & ASSOCIATES

STRATEGIC DEVELOPMENT + CREATIVE COMMUNICATIONS



OUR PROGRAMS

Available to older adults from all walks of life, ages 62 and older

Assisted Living: home-like setting where residents can continue to lead full and independent lives

Transitional Care & Rehabilitation: short-term treatment for residents recovering from or adapting to a variety of conditions

Long Term Care: a residential program designed to help people live as independently and safely as possible when they can no longer perform everyday activities on their own



Jones-Harrison residents have lived through a lifetime of history: the Great Depression, World War II, the Vietnam War, and the devastation and eradication of Polio and the measles—but few have experienced an event as universally isolating and impactful as COVID-19.

While so much has changed over the past eight months, one thing has stayed the same: residents remain Jones-Harrison's #1 priority. By making a year-end gift to Jones-Harrison, you join in our legacy of exceptional service supporting:

Care: Help us safeguard the health and wellness of our residents. Your donation offsets COVID-19 related costs such as PPE and modifications to bedrooms for social distancing and quarantine, as well as specialized treatments, like the installation of a Snoezelen Room, a therapeutic environment created for dementia patients.

Connection: Ensure all residents have access to enriching arts and culture activities and programming that provides enrichment, diversion, and connection to the outside world during COVID-19.

Community: Support genuine love and professional care provided by Jones-Harrison staff. Over the last eight months, staff have become more than caretakers for our residents—they are cheerleaders, grief counselors, teachers, friends, and even family.

We need your support to create an environment where older adults can thrive during COVID-19 and far beyond. Please make a year-end gift to Jones-Harrison today by completing the enclosed donor card or donating online at www.jones-harrison.org/donate. Thank you for your support.



[Date]

[First name] [Last name]
[Address 1]
[City], [State] [ZIP]

Dear [First name],

Jones-Harrison residents have lived through a lifetime of history: the Great Depression, World War II, the Vietnam War, and the devastation and eradication of Polio and the measles—but few of us—residents, staff, or family—have experienced an event as universally isolating and impactful as COVID-19. In this unprecedented time, when the outside world can only come so far as our front windows, Jones-Harrison staff have worked tirelessly to create a Caring Connected Community for our residents. As we close 2020, we hope you can help to bring equipment and programming designed to ameliorate isolation, loneliness, and depression for our residents into the halls of Jones-Harrison.

Jones-Harrison is dedicated to continuing our more than century-long tradition of offering innovative programs and supportive services to older adults in a loving, gracious setting. Although so much has changed over the last eight months, one thing has stayed the same: residents remain our #1 priority. By making a year-end gift to Jones-Harrison, you connect to our commitment of exceptional service, supporting:

Care: Help us safeguard the health and wellness of our residents. Your donation offsets COVID-19 related costs such as Personal Protection Equipment (PPE) and modifications to bedrooms for better social distancing and quarantining conditions. Donations also support specialized treatments and therapies like the installation of a Snoezelen Room, a therapeutic environment created for dementia patients that delivers sensory activities through lighting, aromas, colors, textures, and sounds.

Connection: Ensure all residents have access to enriching activities and programming. We aim to procure a "Tri-Shaw", a modified rickshaw, to help tenants relive some of the fun of bike riding while enjoying the neighborhood, and by creating virtual, live-streamed arts and culture opportunities. With your support, we plan to modify rooms throughout Jones-Harrison with the equipment needed to become "virtual venues" where musical concerts, dance and theater performances, art classes, and more can be held live and on-site and streamed directly to residents' TVs via our in-house channel.

Community: Support genuine love and professional care provided by Jones-Harrison staff. Over the past eight months, we've become more than caretakers for our residents—we are cheerleaders, grief counselors, teachers, friends, and family. Our phenomenal staff have gracefully ushered residents through to recovery, and sometimes, passing on. Our staff work diligently to honor each resident we serve.

We have such a long way to go before it is safe for our residents to resume the activities, trips, and visits with loved ones that bring them so much joy. Your support today will allow us to continue providing the exceptional care you have come to expect from Jones-Harrison. Your generous gift can be mailed to us using the enclosed form, or you can make a gift online at www.jones-harrison.org/donate.

Thank you,

Annette Greely
Annette Greely, MS, LNH, HSE
President/CEO, Jones-Harrison Residence

Thank you for your past support. When I joined Jones-Harrison in February, I had no idea of the challenges ahead. Despite the unprecedented hardships of 2020, Jones-Harrison continued to help older adults live better, fuller lives, while providing their families peace of mind, all in the face of and despite the pandemic. In a year of isolation and fear, your year-end gift brings the joy, liveliness, and professional care our residents need to make it through to safer, pandemic-free days ahead. Until then, I thank you and wish you a happy and healthy new year.

Care. Connection. Community.

Client: Jones-Harrison Residence

Project: End of Year Appeal Suite, Solicitation Letter, Post Card, and Personal Note Card

1300 NE Godward St, Suite 2625, Minneapolis, MN 55413

P 612.746.4150 www.jmurphyassociates.com