

## Alumni Discovering Philanthropy

**Evan Spano, Amanda Adamcheck and Lauren Chan** (August 2009 - London) with **Nicole Maisonville, Amanda Ray and Christina Chang** (August 2011 - London) have started a philanthropy and charity project for a non-profit organization called the Women's Refugee Commission (WRC) (<http://www.womensrefugeecommission.org/>). They are very excited about this new project, and, in Evan's words, "are looking to spread the word to rally family, friends and colleagues to help us reach our goals and support a great cause".

Evan goes on to explain, "We came across this amazing organization which researches and advocates for millions of refugees and displaced women and children around the world and ...while we can't stop or change the state of refugee camps and those less fortunate overnight, we believe that with the collective minds and actions of many we can make a difference. We want to help the Women's Refugee Commission spread the word of their mission and introduce them to new donors and supporters for their cause.

To do this we are sponsoring a video journalist to document the WRC in refugee camps, conducting their on-the-ground work and we need your help!

As part of our mission to help those in need we have opened up a video journalist competition to seek out the best candidate to capture the reality that afflicts so many millions of refugees all around the world. We are starting off small with this project, but someday this is going to help change lives.

### How can you help?

- We need to raise funds to sponsor this video journalist on their mission so please visit our funding site and lend your support in any way you can! All proceeds go directly to the WRC and help sponsor this project. No gift is too small and giving a little can go a long way!
- <http://www.indiegogo.com/projects/EnvisionTheMission>
- We need talented and passionate individuals to enter our video journalist competition and help us realize our goal of putting a face to these millions of refugees that need our help.

### Already a supporter? Don't feel like giving?

- That's no problem help us spread the word even further! Forward this email to anyone you think would like to support our cause or may have the skills to enter our video journalist competition.

A winner will be announced on **April 10th** at our Envision the Mission event in New York city so don't waste any time help us reach our goal!

Event: Happy Hour Fundraiser

Details: Come help us raise money for a great cause! Envision a Mission and the WRC!

Where: Hudson Common 356 W 58th Street bte 8 & 9th ave

Tickets: \$10 door donation

When: Tuesday 4/9 Time 18:00 onward

Project Name: Envision the Mission

#### Description of Plan:

We are raising awareness and funds for the Women's Refugee Commission to find and fund a video journalist! The goal? To visually showcase an on-the-ground mission and ultimately raise awareness for displaced women and children.

We have started an online fund raising and charity campaign with the specific task of raising \$4,000 and establishing a video journalist contest to select one individual that will travel and document a mission which the WRC conducts. We will be announcing the winner and doing an additional fundraiser once a candidate is selected to further spread awareness of the cause and WRC's work.

#### **Objectives/Goal**

- Raise a minimum of \$4,000 from at least 50 different donors
- Successfully hold a video journalist competition and select a winner to go on a mission with the WRC by April 10<sup>th</sup>
- Hold a successful fund raising event to announce winner and raise additional funds
- Raise participation and awareness of the WRC's cause among the 21-35 demographic

#### **Timeline**

- 15-Feb-2013 – Launch indiegogo campaign site and video journalist contest
- 27-Feb-2013 – Announce fund raiser date time and location
- 31-Mar-2013 – Final submissions for video journalist competition
- 09-Apr-2013 – Select a winner for the video journalist competition
- 09 (or) 10-Apr-2013 – Hold fundraiser
- 16-Apr-2013 – Fundraising end

#### **Action Plan for Discovering Philanthropy**

I am confident that our mission will be a success and know that we can make a difference. I appreciate your time and look forward to letting you hear about the results.

## Discovering Philanthropy Action Plan Outline

<b>NAME:</b> ENVISION THE MISSION	<b>COMPANY:</b> SEVERAL	<b>MATCHING GIFT PROGRAM:</b> [TBD]
<b>ALUMNI:</b> YES - ALL	<b>CURRENT TRAINEE:</b> NO	<b>INTAKE(I.E. AUGUST 2012):</b> AUGUST 2009 & AUGUST 2011
<b>ASSIGNED MENTOR:</b> ERIN		
<b>TEAM MEMBERS:</b> EVAN SPANO/NICOLE MAISONVILLE/AMANDA ADAMCHECK/AMANDA RAY/CHRISTINA CHANG/LAUREN CHAN		

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<b>OBJECTIVES/GOAL</b> WHAT ARE YOU HOPING TO ACHIEVE?	<b>ACTIVITIES</b> HOW WILL YOU ACHIEVE THESE GOALS?	<b>TIMELINE</b> WHEN WILL EACH ACTIVITY HAPPEN?	<b>INDICATORS OF SUCCESS</b> HOW IS YOUR SUCCESS MEASUREABLE?
<ul style="list-style-type: none"> <li>Raise a minimum of \$4,000 from at least 50 different donors</li> <li>Successfully hold a video journalist competition and select a winner to go on a mission with the WRC by April 10<sup>th</sup></li> <li>Hold a successful fund raising event to announce winner and raise additional funds</li> <li>Raise participation and awareness of the WRC’s cause among the 21- 35 demographic</li> </ul>	<ul style="list-style-type: none"> <li>Launch online crowd sourcing campaign via Indiegogo platform</li> <li>Hold a successful viral video journalist competition and select a winner</li> <li>Hold a successful fundraising event to announce the video journalist contest winner and raise more funds</li> </ul>	<ul style="list-style-type: none"> <li>15-Feb-2013 – Launch indiegogo campaign site and video journalist contest</li> <li>27-Feb-2013 – Announce fund raiser data time and location</li> <li>31-Mar-2013 – Final submissions for video journalist competition</li> <li>09-Apr-2013 – Select a winner for the video journalist competition</li> <li>09 (or) 10-Apr-2013 – Hold fundraiser</li> <li>16-Apr-2013 – Fundraising ends</li> <li><b>17-Apr-2013</b> – Envision the Mission Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Reaching fundraising goal</li> <li>Margin by which we exceed Fundraising goal</li> <li>Caliber of video journalists submitting to competition</li> <li>Number of individual donors over goal</li> <li>Winning WRC/Reuters competition</li> <li>If project is continued or taken on permanently</li> <li>Tickets sold to Annual Gala event</li> </ul>