



## The Community Outreach Project

Hello and welcome to the Press Kit for The Windmill Giving Community Outreach Project.

This press kit contains:

- Information on what The Community Outreach Project is and why it's important
- Information on Windmill Giving-- who we are and why we're doing this
- Sample promotional texts in various lengths for print and broadcast media
- Instructions for downloading The Community Outreach Project logo in various formats
- Contact information

Thanks for reading!

## What is The Community Outreach Project?

The Community Outreach Project combines two simple ideas: First, that there are an almost unlimited number of under-supported organizations that are having a positive impact on our community and society. And second, that there are a substantial number of people in our immediate area who have a general wish to contribute to "worthy causes", but who don't know how to act on that desire.

The Community Outreach Project exists to bring these two groups together for the benefit of both. Through a series of short lectures that are free and open to the public, we hope to make it simple for people to enter the world of philanthropy by exposing them to some of the most innovative and effective (not to mention fascinating!) non-profit organizations in the Bay Area.



Starting April 8, The Community Outreach Project and our partners (which include Google, NVIDIA and TiVo) will present monthly education meetings giving select non-profit organizations the opportunity to describe their work to an audience of potential benefactors.

Our goal is to create an environment where people can

- Get an overview of the charitable landscape
- Develop a sense of the issues that matter most to them
- Connect with organizations that need their support

## Calendar of Events

### When

Tuesday, April 8, 7:00 pm

Tuesday, May 6, 7:00 pm

Tuesday, June 17, 7:00 pm

### Where

TiVo, Alviso

Google, Mountain View

NVIDIA, Santa Clara

Complete details available at <http://learnChooseHelp.org>

## What is Windmill Giving?

The Community Outreach Project was established by Windmill Giving, a group of socially conscious individuals working to improve their communities through charitable and philanthropic efforts. Windmill Giving members have been educating themselves about various charities on the Peninsula for the last two years. The 30-member organization meets monthly, inviting various charities to share their mission and activities with those who can provide financial and other support.

Windmill Giving is comprised entirely of volunteers-- no staff, no budget, just time and enthusiasm!

## How to help promote The Community Outreach Project

Here are some sample texts.

**Join us for our next event: June 17 at NVIDIA in Santa Clara! See [learnChooseHelp.org](http://learnChooseHelp.org) for details!**



Short form, 90 words, 30-second radio or television PSA:

*Example one:*

Interested in finding ways to give back to your community? Ready to share your time, talents, energy or financial successes with others? The Community Outreach Project will help you identify and connect with organizations that can use your help--and support your search for rewarding ways to get involved and make a difference. Join The Community Outreach Project on June 17 for a series of short lectures introducing innovative non-profit groups working to improve life in our community. Learn to choose, choose to help. Visit [learnChooseHelp.org](http://learnChooseHelp.org) to learn more.

*Example two:*

Proud of your accomplishments? Grateful for your success? Ready to hear about opportunities to give a little back? The Community Outreach Project will help you learn about philanthropy, identify issues that matter to you and connect with organizations that can use your support. Join The Community Outreach Project June 17 for a series of short lectures introducing innovative non-profit groups working to improve life in our community. Learn to choose, choose to help. Visit [learnChooseHelp.org](http://learnChooseHelp.org) to learn more.

*Example three:*

Ready to share your time, talents or financial successes with those less fortunate? Not sure how to get started? The Community Outreach Project will help you discover issues that matter to you and identify organizations that can use your support. Join The Community Outreach Project June 17 for a series of short lectures introducing innovative non-profit groups working to improve life in our community. Learn how to choose, choose how to help. Visit [learnChooseHelp.org](http://learnChooseHelp.org) for more information.

Short form, 30 words, 10-second radio or television PSA:

*Example four:*

Interested in finding ways to give back to your community? Join The Community Outreach Project June 17 for a series of short lectures introducing innovative non-profit groups. Visit [learnChooseHelp.org](http://learnChooseHelp.org) to learn more.

*Example five:*

Proud of your accomplishments? Ready to give a little back? Join The Community Outreach Project June 17 for a series of short lectures introducing innovative non-profit groups. Visit [learnChooseHelp.org](http://learnChooseHelp.org) to learn more.

*Example six:*



Ready to learn about philanthropy? Not sure how to start? Join The Community Outreach Project June 17 for a series of short lectures introducing innovative non-profit groups. Visit **[learnChooseHelp.org](http://learnChooseHelp.org)** to learn more.

Short form, 600 words:

*Example seven:*

Philanthropy used to be the domain of the ultra-rich, many of whom had inherited their wealth. Today in Silicon Valley and other places, many individuals are achieving their financial goals and want to give something back during their own lifetimes. In typical Silicon Valley spirit, these newly-minted philanthropists expect to do more than just write checks to large, faceless organizations. They seek organizations that will help people in a measurable and a sustainable fashion rather than just providing handouts.

But how are busy professionals supposed to find these organizations and learn about them in order to make an informed decision about which ones are worthy of their support? One answer lies in the Windmill Giving Community Outreach Program, a series of public events that will each feature talks by two relatively small, local non-profits that have established an impressive track record of success.

The lectures are organized and run by Windmill Giving, a giving circle of young professionals who want to share their excitement about philanthropy with the larger community. Joe Sinnott of Windmill Giving explains, "The goal of the lecture series is to introduce people to the many worthy causes that need their support, both in terms of money and volunteer time. At the lecture series, people will learn about some of the organizations that are working to help people lead better lives in the Bay Area and will hopefully find one or more organizations that resonate with them. Lecture series participants can then choose to follow up with these organizations and lend a helping hand."

The first event, at TiVo on April 8, featured organizations that help people find productive jobs. JobTrain (formerly OICW), "helps put derailed lives back on track" by providing job training in areas such as culinary arts, construction work, and medical transcription. Six months after job placement, 95% of graduates are still working – and many have been promoted. Project Hired's mission is "assisting people with disabilities to gain competitive employment through partnerships with industry." Average weekly earnings of program participants increased from \$71/week prior to receiving services to \$544/week following employment.

The second event, at Google on May 6, revolved around the theme of helping people finance their own futures. The first organization, Lenders for Community Development (L4CD), provides financial services to low-income individuals including

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micro-loans for starting businesses, personal savings accounts with matching, and financial education classes. 85% percent of small business owners who received a loan from L4CD in 2001-2005 still own their business versus the national statistic of 44%. L4CD partners with the second organization, the Glow Foundation, which works with high-potential, low-income students to help them afford college. Students attend a rigorous financial education program, apply for loans and scholarships, and receive scholarships from Glow to cover their "unmet need."

The third event, at June 17 at NVIDIA, will focus on organizations that help at-risk youth get their lives on track. Fresh Lifelines for Youth (FLY) will describe its approach to helping first-time juvenile offenders make better decisions so that they don't end up back in the justice system again. Putting an at-risk youth through one year of FLY costs \$5,000 vs. \$21,000 to incarcerate the same youth for a year. 89% of youths in FLY do not re-enter the juvenile justice system during the year-long program versus 25% of youths who come out of incarceration. BUILD seeks to provide real-world entrepreneurial experience to empower youth from under-resourced communities to excel in education, lead in their communities, and succeed professionally. 100% of BUILD graduates complete high school and are accepted into college.

All lectures are free and open to the public. For more information, go to [learnChooseHelp.org](http://learnChooseHelp.org).

## Graphics:

Both The Community Outreach Project and Windmill Giving graphics (in various formats and resolutions) are available at

<http://learnChooseHelp.org/press/graphics>

## Need more information?

Thanks for taking the time to read through our press kit. We'd really appreciate anything you can do to help get the word on The Community Outreach Project out into our communities.

We'd welcome the opportunity to get you even more information on The Community Outreach Project or Windmill Giving.

If there's anything we can do to make things easier, please contact us:

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<http://learnChooseHelp.org>

Thanks!