



## Nonprofit Newsletter January 2020

### INTRO

HAPPY NEW YEAR!

#### **Flu Season**

Flu Season is upon us with raging force. It hit me with a vengeance and thus I myself fell to its forces and this Newsletter is two weeks later than normal for that reason. Wash those hands more frequently and stay home if you are feeling ill. Get your flu shot.

Before 2019 is completely out of the picture, let us celebrate the positive achievements for the work you all have accomplished. I have felt the heartbeat of all the nonprofits and it is healthy even though the giving economy has waned.

**This month's feature:**

### **The Upper Tampa Bay Chamber of Commerce**

Have we made our Resolutions yet? "I'll never go hungry again," Scarlett O'Hara famously pledged. "I shall return" was General Douglas McArthur's vow as he left the Philippines in 1942. "I will Survive" crooned the disco diva Gloria Gaynor. These may or may not be on a grander scale however, our goals for 2020 are attainable.

Your Upper Tampa Bay Chamber of Commerce is here to assist with your goals and is ready for your involvement. How do we help you?

**Promote Awareness:** The monthly newsletter reaches the entirety of the Chamber members. Communicate your activities, goals or any other information you would like to get out for reading to garner involvement. The Chamber website has areas to promote your event and to get the word out about any needs that you may have. If you use this avenue, you will be surprised as to who is willing to help. Many folks want to be involved and just do not know how or where to help.

**Getting your Voice out there:** We have Chamber website features that you can use to spread the word, add to our Facebook page or schedule a turn on the Chamber TV. Once a month the Chamber TV records and publishes an interview about your nonprofit if you sign up. The recording is located on the Chamber website. Contact me to get on the list. Its painless and a free fun time advertising your nonprofit or business.

**Meet & Greet:** There are weekly opportunities to network and develop relationships that will benefit you and your nonprofit. Part of your success will be your recognition. It will work for you if you work it. {So to speak}.

**Business Exposure:** The Chamber offers opportunities to help with that, one is Relationship Builders on Fridays. Alternating times and locations such as one week at Aston Gardens at 7:30 am where 50 to 60 businesses meet to learn about one another and to make connections, and at the Wild Rover Restaurant in Westchase at 11:30am on the alternate Fridays offers a more intimate setting of 20 to 30 folks. Networking at its best.

**Morning Mingles:** Usually at 7:30 am at announced locations, allows you to get to know more about the host business and its location. You can establish open communications with those businesses. It may help you in the future as you plan events of your own.

**Business After Hours Mixers:** Are a well-attended get together at various establishments and is a more relaxed social time to meet and greet with others.

**Business Expo's:** The Chamber offers a few free vendor tables for nonprofit members. It is great exposure and again name recognition and relationship building with hundreds of people as you project yourself.



**Ribbon Cuttings:** for each new business that joins the Chamber can and usually does have a crowd of well-wishers and again another time to build a new relationship. You never know how or when that business can work with you in your endeavors.

**Chamber Assistance:** Working for you in an advocacy role with the local, State and Federal levels of government. Bring your questions and or needs to our attention; we will work with you to get answers.

**Themed Luncheons:** Great luncheons and perhaps the most fun luncheon is the **Speed Networking**. Five-minute communications and zap off to another table – within an hour you have connected face to face with 50 folks. It is priceless. Another luncheon that you might enjoy is the **Legislative Luncheon** where elected government officials come and speak to the local folks about local concerns, very interesting and informative. We bring you insights, happenings and trends in our community.

**Volunteering:** We offer great opportunities to volunteer and help with several Chamber functions. Octoberfest presents an opportunity to help in various capacities such as, parking, check-in, information or beverages and setting up and tearing down the site. When you are doing so your nonprofit will earn Chamber Bucks that can greatly off set your yearly dues. Oldsmar Days offer the same volunteering opportunities. It is a win, win situation.



**UPPER TAMPA BAY**

*Chamber of Commerce*

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TOWN 'N' COUNTRY

Your success is in developing relationships. You never know when your nonprofit goal touches others. So many people would like to get involved however they do not know how to or in what capacity they can serve your nonprofit. At each Relationship Builder breakfast or luncheon that I attend, I speak and share the great qualities of one of our Nonprofits. How great would it be if you joined me to elaborate on your nonprofit mission? I am inviting all 31 nonprofits to be more involved in 2020.

Personally attend Chamber activities and start networking. Let me know important dates and activities you would like to share. I will gladly put them in the Newsletter. If you are having a problem with a need or want share it with me. If I cannot provide an answer, I have connections and will work hard to help you. I am here for you 100%. You can reach me Wendie Roeper at 727 452-1460.

Just a reminder about the Chamber Office staff:

Jerry Peruzzi	President and CEO
Mark Howe	VP of Operations
Jerry Custin	Director of Business, Manufacturing and Education
Joe Elmer	Member Advocate
Wendie Roeper	Non Profit Liaison

Any one of us is here for you and very willing to open lines of Communication. It takes a Village, Board of Trustees, Board of Directors, Ambassadors, and regular members.

**“It’s all About Relationships”**

## **SHOUT OUTS FROM DECEMBER**

### **Project POP Drop**

Sharon and her band of Angels made Christmas very special for the St. Vincent DePaul Charity. Delivering much needed food, clothing and Walmart cards as well as wrapped presents for the families. Great going Sharon!

### **Holiday Sharing**

50 boys and girls were the recipients of Brand New Bicycles, Helmets and Locks. The Community Resource Officers and the Chamber of Commerce working together accomplish this endeavor.

## **NONPROFITS ACTIVITIES FOR JANUARY**

### **Pop Drop**

Holy Ground Homeless Shelter will be the January recipient. The needs are as usual: Walmart cards, canned goods, non-perishable foods, new or gently used clothing, brand new socks, and brand new underwear.

**Top of the Bay Kiwanis**  
**Jan 15<sup>th</sup> - The 5 Chambers of Commerce Mixer**  
**Nielsen 3:00 pm till 5:00 pm**  
Students will be learning about Bright Future Points.

**Top of the Bay Kiwanis**  
**Jan 18<sup>th</sup> - Clothes for Kids**  
**1<sup>st</sup> Christian Church of Clearwater, 2279 Drew St. 1:00 pm to 3:00 pm**  
Clothes for Kids - Charity Clothing collection and sorting of much needed clothing

**Top of the Bay Kiwanis**  
**Jan. 21<sup>st</sup> – General Meeting 7:30 am – 8:30 am**  
**IHOP at 30200 US 19 North**  
Our organization's general meeting, visitors welcome.

**Score**  
Free classes on various Business Aspects, also available is free Mentoring.  
Local events for this month:

**Jan 14<sup>th</sup> LinkedIn Done Right**  
**Clearwater Library 6:00 pm**

**Jan 23<sup>rd</sup> 20 Reasons Why Not-For-Profits Fail in their Mission**  
**Oldsmar Library 5:30 till 7:30 pm**  
Main Speaker Marilyn Donnellan who's lead many 501[c]3 organizations throughout her career.  
This could be a primer on what missteps to avoid as you build up your organization.

**The Greenhouse, 440 2<sup>nd</sup> Avenue N. St. Petersburg (The Greenhouse Event Series)**

<b>Jan 14<sup>th</sup> 6:00 pm-</b>	<b>Pricing for Profit</b>
<b>Jan 15<sup>th</sup> 6:00 pm-</b>	<b>Legal Structures</b>
<b>Jan 16<sup>th</sup> 6:00 pm-</b>	<b>How to make your business Thrive not just survive</b>
<b>Jan 21<sup>st</sup> 6:00 pm-</b>	<b>An Approach to business Startup in 2020</b>
<b>Jan 22<sup>nd</sup> 6:00 pm-</b>	<b>Elements of the Marketing Plan</b>
<b>Jan 23<sup>rd</sup> 6:00 pm-</b>	<b>Video Marketing for the rest of us</b>
<b>Jan 28<sup>th</sup> 6:00 pm-</b>	<b>QuickBooks Desktop Basics</b>
<b>Jan 30<sup>th</sup> 6:00 pm-</b>	<b>Setting up your Financial System Its easier than you think.</b>

I look forward to seeing many of you at the Mixer Wednesday January 15<sup>th</sup>. Blessings to you on your day and to many successes.

**Wendie Roeper**  
**Nonprofit Liaison**  
**727-452-1460**

