



Nonprofit Newsletter June 2020

INTRO

Greetings all. Coming out of Covid has changed the way we are all living and doing business. We were having a thriving economy until the Covid virus hit us and paralyzed our very lives. Business and Personal, Young and Old, Rich and Poor. No one really escaped the wrath this has brought to us. Together we can bring back the economy and regain our lives with little changes that have come out of these times. There are several key words. Innovation and personalization. Therefore, if we can think kindly and think outside of the box, we will survive this as well. I hope that those who can help will. Those who need help; hopefully they will not give up and take time and accept help as it comes to them. It helps to pray for others as well as for ourselves.

This month's nonprofit feature:

The Upper Tampa Bay Chamber of Commerce Education Foundation

A Brief History of the Upper Tampa Bay Education Foundation

The Upper Tampa Bay Education Foundation (UTBEF) a 501c3 organization has a simple mission: To enhance the educational and cultural opportunities available to the youth of the Upper Tampa Bay area. We strive to make our community a better place by securing donations to bring opportunities to students in need through school mini-grants and student scholarships.



Begun in 2004 when a local visionary established “The Oldsmar and Upper Tampa Bay Scholarship Fund” with an initial contribution of \$125,000 and the caveat that the Upper Tampa Bay Chamber of Commerce match this amount. Over the next two years through various fundraisers and with the help of several of our local Chamber businesses the matching funds were raised and in December of 2006, the Upper Tampa Bay Chamber Education Foundation was formed with an endowment of \$250,000.

Since 2006, the UTBEF has been awarding \$2,000 scholarships to high school seniors from East Lake, Countryside (added in 2018), Sickles, Alonso and Leto High Schools. In addition to the five scholarships the UTBEF provides annually \$600 STAR Grants (Student Teacher Achievement Recognition) to 12 Elementary and 4 Middle schools within the Chamber footprint. In early 2019, the UTBEF began a program where local Chamber business partners could sponsor a school for a STAR grant. This is a great opportunity for a local business to have a direct impact in our community and to encourage and celebrate exceptional students and the teachers who mentor them.

If you would like to know more about the Upper Tampa Bay Education Foundation please check out our website at www.utbef.org

SHOUT OUTS FROM MAY

POWER KLEEN CORPORATION



condition for those less fortunate. This is an example of the Chamber of Commerce business members at their best.

With the pandemic and all the problems that our community has been faced with, there are several really special helpmates we have been blessed to have come to our aid. The Tent City that was erected with hundreds of tents in Clearwater for the homeless to have shelter and cleanliness, needed more now than ever. The tents had been in storage and in need of a complete cleaning. Power Kleen Corporation with Jason Sanders at the helm donated a 55-gallon drum of sanitizer to get the tents in a habitable

DORIS MULLER EDWARD JONES FINANCIAL

One other example of a Chamber member coming to the aid of her community is Doris Muller of Edward Jones Financial. She listened to my plea at one of the Relationship luncheons for donations for the many empty shelves at the Food banks during this time and found several cases of kid's drinks, several cases of Mac and Cheese and several cases of snack type foods. What a blessing that was for Mattie Williams Neighborhood Center.



Doris is yet another wonderful member of our Chamber. The need is great at Mattie Williams, for example in normal times they would be serving 60 families picking up food from the food bank, and presently the number has grown to over 125. By the way, Doris has a brand new office at 300 State Street E. Suite 102, Oldsmar. Stop by and say hello.

Big Cat RESCUE

Big Cat received a report of an injured Florida Bobcat who appeared to have been hit by a car. It turned out the little guy, named Romero, had over a half dozen fractures in his pelvis. With their State of the Art Hospital, outstanding vet care, and one of a kind rehabilitation area, Romeo recovered fully. He was released back into the wild on April 26th to rounds of applause from onlookers as he bolted from his Transport Crate to resume his natural life.

Shop Amazon? You can donate to the cats at no cost to you when you select BCR as your charity on Amazon Smile and shop [Smile.Amazon.com](https://www.amazon.com/smile) instead of [Amazon.com](https://www.amazon.com). Please visit [Big Cat Rescue.org/amazon.smile](https://www.bigcatrescue.org/amazon.smile) for how to sign up and let them now you did so they can thank you.

Project Pop Drop

What an amazing job Sharon Edwards does and has done especially this past month. Oldsmar Cares was running low on their shelves with the increase in families that they are feeding. Therefore, Sharon did a huge drop of needed food. In addition, she had her regular designated nonprofit that she was gathering for and made that delivery on May 30th at Pinellas Hope. Pinellas Hope is a Catholic charity where they house homeless men and women and many veterans. As I stated above, Jason Sanders donated the cleaner but so many other businesses donated as well. Josh Powell @ Walmart gifted a \$400.00 gift card, Lewis Henry with Devoted Creations who gave 330 bottles of hand sanitizer, Jerry Peruzzi with the Chamber of Commerce donated a microwave oven, and Kids 4 a Cause donated 200 facemasks and gloves. This is the work of a caring community and one very caring Sharon, who work together for the good of all. Blessings all around and they are plentiful. Thank you Sharon for organizing all of that.

Chi Chi Rodriguez Foundation

Normally the school would have a formal 8th grade Graduation to celebrate the student's achievements and to wish them well on the road to high school. With the students E-learning and social distancing, they were unable to hold the traditional onsite ceremony. So, Plan B went into action. The Foundation created "Graduation Celebration Boxes" which included a hat and tassel, decorated cake with Party supplies and a gift card to enjoy a family dinner, graduation gift and letters from their teachers and the Foundation. The Chi Chi bus was loaded with all the boxes and the teachers followed the parade to each of the graduate's homes. It took 3 hours because they are kids from Largo up to Tarpon Springs. The twelve 8th grade graduates will be going to six different high schools in the fall. What a magnificent job they do at the Academy!



NONPROFITS ACTIVITIES FOR JUNE

Mattie Williams Neighborhood Center

Mattie Williams Neighborhood Center raises money for the kid's backpacks that each child gets to start a new grade each year. The number is 350. This year it will be quite the challenge. Please be aware of this program and when they will need assistance. I hope that we can help when the program is announced. I will be happy to collect any food supplies and get it to them as they continue to service so many more families than normal.

Oldsmar Cares

Oh my goodness, yet again Oldsmar Cares has come to the aid of so many of Oldsmar's families. They too, can always use help with filling the shelves with food supplies of all natures. As I drive by there on occasion, I see the workers handing out bags of groceries and they are wearing the gowns, gloves and masks and thus doing their share of corralling of the virus we are all dealing with. Amazing work from them as usual.

Project Pop Drop

Pop Drop is doing their 5th annual Pop Drop at Oldsmar Cares in June. This is Food and Toiletries Drive. Canned and nonperishable foods, toiletries, Brand New Socks, Brand New underwear, a Walmart Gift Card. The proceeds will be delivered with the help of the Chamber of Commerce on June 27th. The need is so great, our hearts are so worn and our thoughts are weary. We can do this and make this 5th Annual bigger than ever.

Top of the Bay Kiwanis

The Midnight Run/Walk is going to have to be virtual this year due to the Covid 19 virus. The website for all the information is www.Kiwanismidnightrun.com. For those of you who are not a virtual runner or walker, you can still donate to the Kiwanis and it is tax deductible. Their donation efforts are not limited to but help the F.E.A.S.T. food pantry, and Oldsmar Cares. There is so much need for food supplies as their shelves resemble Old Mother's Cupboards, emptying as fast as they are filled.

In the light of the Covid 19 world we all are living in, I have been researching many of the classes offered on line. Some of the information I have gathered you might find useful.

Donor Connections in a Covid world, The 3 Pillars of Donor Centric messaging:

1. Understand your supporters individually
2. Target your messages
3. Involve your donors in the outcome.

It is so much more a personalized time where nonprofits are having to throw away the flyers and start to get to know your donors. It is sort of a five-step approach in dealing with your donors no matter how big or small the donation. Do some homework on your prospective or returning donor, so that you know a bit more about them and you can connect on something that they are interested in. The personal touch to your note to them requesting donations will go so much further now. Whatever your event or fundraising for, send them a note to say how it is going, or invite them to the event. After the event is over, send them a thank you note and keep it personal, not a copy of letter to all type note. Lastly, send a note after the event or fundraiser is over and share with them how the money was spent.

There will be a flood of Virtual Fundraising going on more so now post Covid. There are many ways to do this. Here are a few to think about:

1. Virtual Gala live streaming on Facebook live or You Tube.
2. Have a specific 24-hour period for folks to fill out the giving forms on Facebook.
3. Hold a silent auction with a variety of items to bid on.
4. Hold a voting competition where donations count as votes. Like a date with an eligible bachelor or a dinner with a dignitary.
5. An opportunity drawing, where the supporters enter for a chance to win a large prize. They would enter with a preset donation.

I have several ideas garnered from my classes on how to increase Attendance at your next Fundraising Event (Live or Virtual), How to go about building meaningful Donor Connections in a Covid world. There are a myriad of ways to hold an event. I can share ideas with you or just send you articles that I think are helpful. Let me hear from you and let's succeed together.

Prayers for us all during these fright filled days and nights. May we maintain good health, and get our nonprofits and businesses up and running again. May we care just a little deeper for our fellow humankind and just greet each other a smile and a kind word. Now is the hour to appreciate all we do have and not concentrate on all the negatives we are faced with. Blessings to you all.

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