2015 Philly Awards
2015 Philly Awards Committee

Sheri Johnson
Rachel Hodgson
Jake Jacobson
Maggie McKinley
John Mulvihill
Brett Wacha
Luke Wade
Presenting Sponsor

Ewing Marion KAUFFMAN Foundation
Presenting Sponsor

HENRY WURST
INCORPORATED
Marketing Communications Management
Annual Report
2014 Annual Report
LIVES CHANGED
Because of your support

YOUTH VOLUNTEER CORPS

[Images of children and teenagers wearing red shirts and engaging in various activities]
Electronic Newsletter
Fire in Chile destroys homes and takes lives

It is with heavy hearts that we report two Unbound sponsored elders were killed in a tragic fire in Chile.

The fast-moving fire, which is being called the worst in Chile's history, started April 12 in the port city of Valparaiso. The fire displaced thousands, including several hundred sponsored friends who lost their homes.

Read more about the fire and how to help »

Holy Week features colorful festivities

Holy Week in Guatemala celebrates faith and culture. This year, more than 200,000 tourists are expected to flock to the country to take part in the rich traditions.

Read more »
Fundraising Appeal
GIFT OF LIFE

AUMAN MACK

TALKING TO YOUR FAMILY AND FRIENDS ABOUT ORGAN AND TISSUE DONATION CAN SAVE LIVES.

CONVERSATIONS MATTER

GIVE ONLINE AT GIFTDONOR.ORG

ENCOURAGEMENT AND SUPPORT

YOUR PARTICIPATION IN THE CONVERSATION MATTERS AND ENABLES

BE THERE FOR THE NEXT FAMILY.
TOGETHER we can do MORE.

Adoptions in 24 months from the Pet Adoption Center in Zona Rosa:
3,175+

Families reunited with their animals:
1,500

Number of animals cared for in 2014:
10,000+

$25 buys life-saving vaccinations for one adult dog.

$347 provides heartworm treatment for one dog.

$150

PARVO PUPPIES TREATED AND SAVED

20,000+
lives saved

since KC Pet Project took over shelter operations in 2012.

Opened 3rd location in March 2014:
Pet Adoption Center inside Petco store in Overland Park, KS

Average number of animals received at the shelter per day:
27

KC Pet Project is the third-largest open admission, no-kill shelter in the United States and the largest no-kill shelter in the Kansas City metro area.
Identity Campaign
Mission Statement: Kansas City Repertory Theatre pursues theatrical excellence and advances the art form, creating and sharing stories at the center of the nation's creative crossroads. KC Rep cultivates passionate audiences, artists, and advocates who are invested in our region's future. We build community by connecting people through productions and programming that educate, entertain, challenge and inspire.

Objective: Kansas City Repertory Theatre's rebranding helps position KC Rep for its future in the local and national theatre communities as the heart of a great theatre town, and to honor its loyal community of theatre goers by embracing its informal "KC Rep" nickname as its new brand.

Target Audience: Kansas City-area and regional theatre, and national theatre communities, Kansas City Repertory Theatre patrons and advocates.

Description of Project Value: The rebranding process began in early 2014 to kickoff Kansas City Repertory Theatre's 50th Anniversary, in partnership with Blacktop Creative. During that season, KC Rep experienced a 3-year high in new full season subscribers, and a 5 year high in subscription upgrades. KC Rep also experienced a $40,000+ increase in sales for its annual Holiday classic, A Christmas Carol. At the time of this submission, KC Rep has increased its year to date subscription sales by over $10,000, as well as a $25,000 increase in year to date revenue for its two holiday productions: A Christmas Carol and The Santaland Diaries.

KC Rep's new brand has been widely praised in Kansas City's creative community as well as among KC Rep's audience members. While the new brand has only been active for less than two months, we believe that the positive impact will continue to be felt throughout the 2015-16 performance season and beyond.
Informational Brochure
JEWISH COMMUNITY FOUNDATION OF GREATER KANSAS CITY

Smarter Giving. Your Way.

A Personalized Approach
The Jewish Community Foundation works with you to develop a customized approach to meet your charitable goals.

Together with your family and other trusted advisors, we help you determine the most efficient manner for funding your gifts and maximizing the impact of your generosity.

Charitable giving accounts, also known as Donor Advised Funds, enable you to support qualified nonprofits, secure and Jewish, on your own schedule, while maximizing income tax benefits.

You can also establish other types of funds to benefit specific charitable organizations or programs.

Each fund is designed to provide the opportunity to engage your loved ones in the giving process during your lifetime and beyond.
UNBOUND

WE ARE

Unbound is an international nonprofit grounded in the Gospel call to put the needs of the marginalized and vulnerable first. We offer opportunity, support and encouragement to children, elders and their families so they can live with dignity and achieve their desired potential. Working side by side with people of diverse faiths in 20 countries, we bring people together to challenge poverty in new and innovative ways.

SPONSOR WITH CONFIDENCE

92.5 percent of Unbound’s expenses go toward program support. That’s one of the highest percentages in the industry. We’re committed to keeping our costs low so that we can send the maximum amount of support directly to the field. Our sponsors, and our sponsored friends, deserve that.

92.5% PROGRAM SUPPORT

WHY SPONSOR?

1. You’ll form a life-changing relationship with a person in need through the exchange of photos and letters.
2. Your support has a direct impact on your sponsored friend’s life and creates real change.
3. You can make a meaningful difference and provide real hope to a family in poverty for just $30 per month.

MEET YUDA

When Yuda was a young boy in Uganda, his hard-working parents, who valued education, were struggling to pay school fees for their eight children. Yuda’s sponsorship meant his school fees were covered so he could focus on his studies.

“Life became better,” Yuda said.

Yuda excelled in school. He maintained high grades and received encouragement from his family and sponsor, Mary. He graduated from college with high honors and earned a bachelor’s degree in economics. He also completed his master’s in education and planning.

He now teaches at a primary school, publishing textbooks — one of which was a book on economics. He is currently working on a doctorate degree.

By becoming a sponsor, you can make a difference.

JOIN US

Elevate a life.
Become an Unbound sponsor.

UNBOUND

CHANGE A LIFE

Send the response card below and send it back to start sponsorship or visit our website at Unbound.org to fill it out.

Adult □ youth □ elder □

CONTACT US

Get regular updates on how your sponsorship is changing lives and directly impact the person you sponsor.

Contact us at:
1-888-346-2663
info@unbound.org
www.unbound.org
Marketing Campaign
BUILD A BETTER ROSEDALE
Watch Your Mailbox for Your Community Survey

TAKE THE SURVEY?
It's not too late to respond! Visit www.roosedale.org

BUILD A BETTER ROSEDALE
Watch Your Mailbox for Your Community Survey

Take it online at www.roossedale.org
By the Numbers

59
7
458
22
6

835
28
34

“Thank you notes”

Winston says thanks @ChildrensMercy

As Mom to boy with ToF & 18q- THANKS for bringing a little of our reality to KCI @ChildrensMercy

What a fantastic event @ChildrensMercy

We felt like stars for sure. As I watched #InsidePediatrics, there is no doubt our hospital is #1!
Media Relations Campaign
Heart to Heart International will be a first for HHI, and will likely be the most comprehensive project ever undertaken.

Joining HHI’s CEO Jim Mitchum for this important event are:

Dr. Lee Norman – Chief Medical Officer of the Heart to Heart International (HHI)

Tamba Hali – Linebacker, Kansas City Chiefs

A native of Gambia, Liberia, Hali is participating in this country in his native country.

WHAT:

Elkhart, Indiana Man to Volunteer in Liberia to Fight Ebola

Leaves Wednesday with Aid Organization

Aaron Mislinger of Elkhart, IN is departing on a six-week deployment to Liberia with the humanitarian aid organization Heart to Heart International (HHI).

Mislinger is a licensed practical nurse (LPN) and will meet with other volunteers and HHI staff, and then travel together to the front lines of the Ebola epidemic; after a week-long training period in-country he will begin working in an Ebola Treatment Unit (ETU) in Liberia.

MORE:

Heart to Heart International is opening an Ebola Treatment Unit in Liberia in the coming weeks and has called for skilled, dedicated staff and volunteers to help run the operation. Learn more about HHI’s Operation Ebola.

CONTACT:

To schedule an interview with Aaron – please contact him directly at 210-548-6511 prior to his departure on Wednesday, November 5th, 2014.

For questions about HHI and our Ebola response – contact Dan Weinbaum, HHI Director of Communications at 816-585-8215
A Clinical Blueprint to Carry Through Life and Help Develop Personalized Treatments

Doctors expect to one day sequence the genomes of all newborns in a country to gain insights into genetic disorders and develop personalized treatments. However, while the sequencing is still in its infancy, some early results are promising.

In the next five to 10 years, as costs come down and interpretation becomes more widespread, it will increasingly be an option for every newborn, says Dr. Robert Green, a geneticist and pediatrics at Brigham and Women’s Hospital in Boston, who is participating in the research. "The idea is that this information will be integrated into newborn care," he says.

Nicholas Castell, a pediatrician at Brigham and Women’s Hospital, says he would like to see newborns screened for genetic disorders. "The idea is that this information will be integrated into newborn care," he says. "It’s about providing information in a way that’s useful and actionable." He adds that newborns are at a vulnerable stage, and having this information early can provide a head start.

However, there are concerns about privacy and who will have access to this information. Some parents may feel uncomfortable with having a record of their child’s genetic information.

The Wall Street Journal recently published an article on the topic, discussing how genome sequencing could benefit newborns by identifying any potential health issues early on.

Bloomberg News also covered the topic, highlighting how sequencing results can help doctors tailor treatments to individual patients. The article includes a quote from Dr. Green, who says, "By sequencing a newborn’s genome, we can identify any genetic variants that could affect their health and determine the best course of treatment for them."
Print Newsletter
Print Magazine
TILL WE MEET AGAIN

The Greatest Generation in War and Peace

By Kevin Murphy

An all-new exhibition takes America back to the tumultuous year of 1945 to share the epic struggle of world leaders and everyday men and women who found the strength and courage to accomplish the extraordinary.

Through news reels, fragile drafts, and personal letters and diary entries, TILL WE MEET AGAIN offers visitors a new, immersive perspective on the war's events. Iconic artifacts and documents highlight the major events of 1945, including President Roosevelt's death, Truman's unexplosive atom bomb, the Allied victory in Europe, and the ultimate surrender of Japan.

Spread over 3,000 square feet, the exhibition tells the story of the final day of the battlefront, the peace-making process, and how America had to find its bearings in an ever-changing, uncertain world. It is a tapestry of the president's choices that would shape the course of world history.

"On the one hand, it's a read-based exhibition about everyone dealing with the war experience as soldiers or doing their job at home in the defense industry," Truman Library curator Clay Baskett said. "On the other, it's very intimate and personal, with individual stories.

Many of the artifacts in the exhibition have rarely been on display. At one given time, only one or two percent of the Truman Library's collection of artifacts is on display. Baskett said. Special exhibitions provide a venue for some of those items to be seen.

On Special Exhibit
Included with Museum admission. Members Free
Social Media Campaign
WOW! So honored to have won an Emmy for our first season of Inside Pediatrics! We can’t thank our families enough for sharing their inspiring stories, helping to educate and encourage countless others facing similar situations.

Visit http://www.insidepediatrics.com/gallery.aspx to catch up on any of the stories you may have missed, and stay tuned for details about Season 2!
Special Event Invitation
GIFT OF LIFE
AUMAN MACK

GO SEED OKC 2015

SWAB WITH US!

STEP BY A SPECIAL TABLE FOR A QUICK AND EASY SWAB SWAB. KITS WILL BE ON HAND FOR YOU TO SWAB. REGISTER AND PURCHASE YOUR SWAB AT A BONNIE DENGAN DONOR.
Special Event Campaign
Short Video
Letters From Veterans
Long Video
Website
THE NATIONAL MUSEUM OF TOYS AND MINIATURES

DESIGN RANCH

Yo.

Word.
THERE ARE AS MANY SOLUTIONS TO POVERTY AS THERE ARE PEOPLE WORKING TO OVERCOME IT.

LOOK CLOSER
See potential, not poverty.

FIND SOMEONE TO SPONSOR TODAY
For just $30 a month, you can change someone’s life.

MEET CORNELIUS
Country: India | Age: 9 | Male
Cornelius is sensitive to the needs of others. He’s a...
Talents and pastimes: Drawing
Awards of Distinction
Heart to Heart International

Elkhart, Indiana Man to Volunteer in Liberia to Fight Ebola Leaves Wednesday with Aid Organization

WHAT:
Aaron Misler of Elkhart, IN is departing on a six-week deployment to Liberia with the humanitarian aid organization Heart to Heart International (HHI).

Misher is a licensed practical nurse (LPN) and will meet with other volunteers and HHI staff, and then travel together to the front lines of the Ebola epidemic; after a week-long training period in-country he will begin working in an Ebola Treatment Unit (ETU) in Liberia.

MORE:
Heart to Heart International is opening an Ebola Treatment Unit in Liberia in the coming weeks and has called for skilled, dedicated staff and volunteers to help run the operation. Learn more about HHI’s Operation Ebola.

CONTACT:
To schedule an interview with Aaron – please contact him directly at 210-548-6511 prior to his departure on Wednesday, November 5th, 2014.

For questions about HHI and our Ebola response – contact Dan Weisenbaum, HHI Director of Communications at 816-585-8215
Kansas City Repertory Theatre
Blacktop Creative

New Logo and Rebrand
50th Anniversary Season Brochure
2015 Fearless Fete Invitation

Art form, creating and sharing stories at the center of the nation’s creative crossroads. KC Rep cultivates passionate audiences, artists, and advocates who are invested in our region’s future. We build community by connecting people through productions and programming that educate, entertain, challenge and inspire.

Objective: Kansas City Repertory Theatre’s rebranding helps position KC Rep for its future in the local and national theatre communities as the heart of a great theatre town, and to honor its loyal community of theatre goers by embracing its informal “KC Rep” nickname as its new brand.

Target Audience: Kansas City-area and regional theatre, and national theatre communities, Kansas City Repertory Theatre patrons and advocates

Description of Project Value: The rebranding process began in early 2014 to kickoff Kansas City Repertory Theatre’s 50th Anniversary, in partnership with Blacktop Creative. During that season, KC Rep experienced a 3-year high in new full season subscribers, and a 5 year high in subscription upgrades. KC Rep also experienced a $40,000+ increase in sales for its annual Holiday classic, A Christmas Carol. At the time of this submission, KC Rep has increased its year to date subscription sales by over $10,000, as well as a $25,000 increase in year to date revenue for its two holiday productions: A Christmas Carol and The Santaland Diaries.

KC Rep’s new brand has been widely praised in Kansas City’s creative community as well as among KC Rep’s audience members. While the new brand has only been active for less than two months, we believe that the positive impact will continue to be felt throughout the 2015-16 performance season and beyond.
KANSAS CITY CARE CLINIC
GLOBAL PRAIRIE, CREATIVE PRINTING, JAMES SMITH GRAPHICS
LANDON VONDERSCHMIDT PHOTOGRAPHY, SEAN MCCULLY
CAMP BLOOM
ANIMAL ARTISTS (FUNDRAISING APPEAL)

TOGETHER we can do MORE.

Adoptions in 24 months from the Pet Adoption Center in Zona Rosa:
- 3,175+

Families reunited with their animals:
- 1,500

$75 buys formula for a litter of kittens:
- $1,000 provides emergency vet services for a critically injured or abused animal.

25 dollars buys life-saving vaccinations for one adult dog:
- $347 provides heartworm treatment for one dog:
- $150 provides recovery treatment for one dog.

20,000+ lives saved
- Since KC Pet Project took over shelter operations in 2012.

Opened 3rd location in March 2014:
- Pet Adoption Center inside Petco store in Overland Park, KS

PARVO PUPPIES TREATED AND SAVED:
- 10

Average number of animals received at the shelter per day:
- 27

KC Pet Project is the third-largest open admission, no-kill shelter in the United States and the largest no-kill shelter in the Kansas City metro area.
UNBOUND
IN AN INSTANT
UNBOUND.ORG
UNBOUND ENEWS
CHANGE A LIFE
IMPACT
UNION STATION KANSAS CITY

QUIXOTIC

BUILDING A MONUMENT
Best In House
People’s Voice
Best in Show
https://www.youtube.com/watch?v=Gmma5XbmGRw