For more information, visit www.npconnect.org/philly-awards.
2017 Philly Awards

GOLD: Highest Scoring Entry
SILVER: Second Highest Scoring Entry

Organization Size Division:
Income Under $3M  or  Income $3M and Above
YOUTH VOLUNTEER CORPS

PHILLY AWARD: SILVER

Annual Report
Under $3M Annual Income
LEGAL AID OF WESTERN MISSOURI

PHILLY AWARD: SILVER
Annual Report
Over $3M Annual Income
2016 by the numbers

- Museum Memberships - 1,133
- Total Attendance - 68,072
- School Field Trips - 5,468 Children
- Birthday Parties - 2,772 Children

new + improved

In 2016, WonderScope experienced renewed interest in our programs and exhibits, thanks in part to new partnerships that jump-started over $150,000 in renovations and upgrades. Bulldog and Otis, the museum's new pets, new exhibits, festivals, plant tours, and more.

- All exhibits were freshly painted, and the exhibits on the building's east side received new solar blinds.
- Farm to Market - On April 1, the new market opened, and we added costumes to the beehive to the farm, completing this exhibit.
- ART Works - New glass child-height easels allow children to paint directly on their surfaces. And, new arts and crafts tables and chairs enhance the room's functionality.
- Tinkerspace - Renovated with more space for different building materials.
- M2eh Room - A fishing pond along with a new water table with tubes and tunnels are a huge hit!
- Small Wonders - Completely updated this space from point to flooring to new equipment for pre-kindergarten, a fun caterpillar tunnel, a tree house, and rocking toys that are important for vestibular motion for brain development. New books, puzzles, and many other fine motor activities make this a special place.
- Wonder Gym - We transformed the Underwater Sea Adventure into this grass motor exhibit with a climbing wall, slide, tunnels, hopscotch mat, and balance beams.
- Reading Nook - Everyone needs a little "down time," and our new reading nook is just the place.

At a Glance

- 1,383 Facebook Fans
- 566 Twitter Followers
- 145 Instagram Followers
TMC CHARITABLE FOUNDATION

PHILLY AWARD: GOLD
Annual Report
Over $3M Annual Income
Print or Electronic Newsletter
GIFT OF LIFE
with AUMAN MACK

PHILLY AWARD: SILVER
Newsletter
Under $3M Annual Income
PHILLY AWARD: **GOLD**
Newsletter
Under $3M Annual Income
UNBOUND

PHILLY AWARD: GOLD
Newsletter
Over $3M Annual Income
Print or Electronic Magazine
LEE’S SUMMIT CHAMBER OF COMMERCE

PHILLY AWARD: GOLD Magazine Under $3M Annual Income
TRUMAN LIBRARY INSTITUTE

with DESIGN RANCH

PHILLY AWARD: **GOLD**

Magazine
Under $3M Annual Income
UNBOUND

PHILLY AWARD: GOLD
Magazine
Over $3M Annual Income
Marketing Campaign
SUSAN G. KOMEN GREATER KANSAS CITY

with CHARLIE HUSTLE

PHILLY AWARD: SILVER
Marketing Campaign
Under $3M Annual Income
CHILDREN’S MERCY

PHILLY AWARD: SILVER
Marketing Campaign
Over $3M Annual Income
ARTSKC - REGIONAL ARTS COUNCIL
with LAURA SWEARENGIN

PHILLY AWARD: GOLD
Marketing Campaign
Under $3M Annual Income
BIG SLICK CELEBRITY WEEKEND
BENEFITING CHILDREN’S MERCY

with BLACKTOP CREATIVE

PHILLY AWARD: GOLD
Marketing Campaign
Over $3M Annual Income
Identity Campaign
AFTER THE HARVEST
with MULLER BRESSLER BROWN

PHILLY AWARD: SILVER
Identity Campaign
Under $3M Annual Income
PHILLY AWARD: **SILVER**
Identity Campaign Under $3M Annual Income
CORNERSTONES OF CARE

with DMH

with INQUEST MARKETING

PHILLY AWARD: SILVER
Identity Campaign
Over $3M Annual Income
CHARLOTTE STREET FOUNDATION

with DESIGN RANCH

PHILLY AWARD: **GOLD**

Identity Campaign

Under $3M Annual Income
KC PET PROJECT

with WILLOUGHYB DESIGN

RAISE THE WOOF!

BRAND STANDARDS

CALL-TO-ACTION GUIDELINES

VOTE YES TO PETS
QUESTION 3

VOTE YES TO PETS
ON QUESTION 3

PHILLY AWARD: GOLD
Identity Campaign
Over $3M Annual Income
Informational Brochure
JUNIOR LEAGUE OF KANSAS CITY, MISSOURI

PHILLY AWARD: SILVER
Informational Brochure
Under $3M Annual Income
SALVATION ARMY OF KANSAS & WESTERN MISSOURI

with SUMMIT MARKETING

PHILLY AWARD: SILVER

Informational Brochure

Over $3M Annual Income
KANSAS CITY SPORTS COMMISSION & FOUNDATION

with JE DUNN

PHILLY AWARD: GOLD
Informational Brochure Under $3M Annual Income

COMMUNITY
Making a Positive Impact through Sports
Special Event Invitation
TMC CHARITABLE FOUNDATION

PHILLY AWARD: SILVER
Event Invitation
Over $3M Annual Income
KANSAS CITY CARE CLINIC
with VOLUNTEER BLOOM COMMITTEE

PHILLY AWARD: SILVER
Event Invitation
Over $3M Annual Income
KANSAS CITY METROPOLITAN BAR ASSOCIATION

WE WANT TO HEAR FROM YOU!

WHAT POP IN SURVEY
WHERE Bryan Cave LLP
One Kansas City Place
1200 Main Street Ste. 3800
Kansas City, MO 64105

WHEN TUESDAY APRIL 18, 4PM-5PM

CONTACT ATHENA DICKSON
FOR ADDITIONAL DETAILS AT
adickson@sirosmithdickson.com

PHILLY AWARD: GOLD
Event Invitation
Under $3M Annual Income
KVC HEALTH SYSTEMS

with REACTOR DESIGN STUDIO

PHILLY AWARD: GOLD
Event Invitation
Over $3M Annual Income
Special Event Campaign
JOHNSON COUNTY LIBRARY FOUNDATION with REACTOR DESIGN STUDIO

PHILLY AWARD: SILVER
Event Campaign Under $3M Annual Income
FOLK ALLIANCE INTERNATIONAL

with REACTOR DESIGN STUDIO

PHILLY AWARD: GOLD
Event Campaign
Under $3M Annual Income
JDRF with TROZZOLO COMMUNICATIONS

PHILLY AWARD: GOLD
Event Campaign
Over $3M Annual Income
Fundraising Appeal
November 28, 2016

Name: 
Address: 
City, State Zip: 

Dear Name,

How does it feel to be a HERO? Thank you, Nathaniel, his wife, Kayla, and their five children ages 2 to 16, are warm and safe in their home tonight. YOU are their hero. Today, I’m writing to ask you to be a hero once again and rescue another family on the edge of homelessness.

“It was a blessing for Cross-Lines to come into not just my life, but my family’s life to show us there is kindness and there is help out there in this world.”

A Blessing. That’s what YOU are. Thank you, help was there for Nathaniel. Help without judgment or shame. Help with dignity. Help with hope for a better future.

At Cross-Lines, Nathaniel and his family received help with utilities for two months and help with rent for four months. When he got that final month of rental assistance, Nathaniel landed a good full-time job the next week. Today, he and his family are back on their feet.

Nathaniel is forever grateful to you for helping his family stay in their home. He is also thankful he didn’t have to make a hard choice in order to just survive. He was able to keep looking for that honest job to support his family. Thank you, Nathaniel has faith and hope for the future.

Board Chair: Ron Hercules Vice Chair: Lisa Wietsm Secretary: Derek White Treasurer: Roger Helling

Member: Anista Brown, Doug Brown, Brad Culver, Jim Erzi, Chris Green, Jeff McCullough, Cindy Moore, Margaret Smith, Sandy Whitaker

PHILLY AWARD: SILVER

Fundraising Appeal
Under $3M Annual Income

CROSS-LINES COMMUNITY OUTREACH

376 Osawatomie Avenue
Kansas City, Kansas 66105

Phone: 913-381-3388
Fax: 913-819-2594
www.cross-lines.org

“Living here is an escape from a lot of people did the wrong things and a lot of them aren’t here because of that,” said Nathaniel. “My children keep me grounded. They keep me striving for something better and doing the right way. It was a blessing for Cross-Lines to come into and just my life, but my family’s life so they are kind and there is help out there in this world.”

To put it simply, you are Nathaniel’s HERO. You are our HERO. YOU make miracles like this possible.

Every week, Cross-Lines gets more than 200 calls from families like Nathaniel’s looking for utility current assistance. Maybe their car broke down, or they had an unexpected medical expense. One way or another, they are trying to keep their family from going without heat or water, paying on their street. Because of you, we can help these families each week.

Together, we’ve done so much, but we still need your help. We desperately need you to support Cross-Lines today so we can help families like Nathaniel’s. If you are asked, would you share with your neighbor in need? Could you give a little extra so we can help more people every week? A gift of $500 would keep a family in their home for one month.

Thank you being a true hero. You mean so much to us.

Sincerely,

Susie Jones
Executive Director

P.S. Please watch Nathaniel tell his story in our video at www.cross-lines.org!

Yes! I want to be a Hero this Holiday Season!

Your gift will make a difference today!

- $50 helps a family get their heat on for two months
- $100 delivers a week’s groceries to a family
- $250 keeps the heat on for two families
- $500 provides one month of rental assistance
- $1,000 re-houses and stabilizes a homeless family
- Other:

Your Giving Options:
- Give securely online at www.cross-lines.org
- Check payable to Cross-Lines
- Call 913-381-3388
- Credit Card #:

Exp. Date: Security Code:

Print Name:

Signature:
KC PET PROJECT

PHILLY AWARD: SILVER
Fundraising Appeal
Over $3M Annual Income
INTERNATIONAL ESSENTIAL TREMOR FOUNDATION

I WANT TO LEAVE HANDWRITTEN NOTES TO MY GRANDKIDS. JUST TO SAY I LOVE YOU. BUT I CAN'T DO IT.

Essential Tremor makes simple hard. Fortunately, helping is easy.

March Essential Tremor Month

ESSENTIAL TREMOR MAKES SIMPLE HARD

Just signing a simple note can be frustrating and challenging. And on top of that, most people have never even heard of ET.

The IETF works hard to change that by naming March National Essential Tremor Awareness Month. By providing free awareness month materials, the IETF helps people gain a better understanding of what ET is, why the IETF exists, and how we can connect with others to search for a cure.

Essential tremor makes simple hard, but fortunately, helping is easy. The first step starts with you. Make an awareness month donation. Hang a free poster in your community. Write to your congressional representative or local media outlet to share your life, your experiences, with essential tremor.

With the help of the millions of people like you, we know we can make a difference.

PLEASE GIVE TODAY.

MARCH

PHILLY AWARD: GOLD
Fundraising Appeal
Under $3M Annual Income
RONALD MCDONALD HOUSE CHARITIES OF KANSAS CITY

with TROZZOLO COMMUNICATIONS

PHILLY AWARD: GOLD
Fundraising Appeal
Over $3M Annual Income
Short Video
VETERAN’S COMMUNITY PROJECT

with Bernstein-Rein

Facing Homelessness

PHILLY AWARD: SILVER
Short Video
Under $3M Annual Income

Watch the video.
PHILLY AWARD: SILVER
Short Video
Over $3M Annual Income
PHILLY AWARD: **SILVER**

Short Video

Over $3M Annual Income

Watch the video.
What if we treated people with cancer the way we treat people with addiction?
Danilo was so happy to get Joan's letter.
Long Video
CROSS-LINES COMMUNITY OUTREACH

with BLUE COFFEE PICTURES

PHILLY AWARD: SILVER
Long Video
Under $3M Annual Income

Watch the video.
PHILLY AWARD: **SILVER**

Long Video

Over $3M Annual Income

RONALD McDOALD HOUSE CHARITIES OF KANSAS CITY

with KJO MEDIA

will continue to be there to make difficult time so much easier.
OPERATION BREAKTHROUGH

with LYNNE MELCHER

PHILLY AWARD: GOLD
Long Video
Over $3M Annual Income

Watch the video.
Website
PHILLY AWARD: SILVER
Website
Over $3M Annual Income
Turn the Page KC

instigates Kansas City’s most positive future through 3rd grade reading proficiency.

Click here to view the full Magic of Reading video.

PHILLY AWARD: GOLD
Website
Under $3M Annual Income
BIG BROTHERS BIG SISTERS OF GREATER KANSAS CITY

with CLICKFARM INTERACTIVE

with WHISKEY DESIGN

PHILLY AWARD: GOLD
Website
Over $3M Annual Income
Social Media Campaign
PHILLY AWARD: SILVER
Social Media Campaign
Under $3M Annual Income

SUSAN G. KOMEN GREATER KANSAS CITY

2016 Komen Kansas City Night at The “K”

Join us for the 2016 edition of Komen KC Night at The “K” on May 26 as the Kansas City Royals take on the Chicago White Sox at 715P! It’s Buck Night & Gordo Nation Night PLUS we’ll be heading in to a holiday weekend! Proceeds from ticket sales benefit your local Susan G. Komen affiliate and the work they do to save lives and end breast cancer forever!

Tickets, specially-designed baseball t’s and more at http://bit.ly/komenroyalsnight2016!

See the campaign.
BIG SLICK CELEBRITY WEEKEND BENEFITING CHILDREN’S MERCY

Big Slick Kansas City
Big Slick is an annual fundraising event supporting Children’s Mercy Kansas City hosted by some of Kansas City’s funniest guys. bigslickkc.org

PHILLY AWARD: SILVER
Social Media Campaign
Over $3M Annual Income
PHILLY AWARD: GOLD
Social Media Campaign
Under $3M Annual Income
KC PET PROJECT

PHILLY AWARD: GOLD
Social Media Campaign
Over $3M Annual Income

See the campaign.

Do you want to show your support for a new shelter for Kansas City, MO? Head over to our Raise the Woof website to download our Supporter Kit that includes a profile picture, cover photo, flyer, and an I Support sign that you can print like our model Duke Ellington is showing here. It's perfect for selfies or for cute pics with your pets at home. Head over to www.raisethewoofkc.org to check them out and don't forget to use the hashtag #raisethewoofkc!

Like · Comment · Share

277 Shares

KC Pet Project He is the best!

Nick Helfer: I think it's funny how the opposition says we should focus on homeless. And I'm just thinking, ok where is your proposition for a homeless shelter?
Social Media Brand Management
#MAJORMOMENTS
- GRAPHIC DESIGN -

PHILLY AWARD: SILVER
Social Media Brand MGMT
Over $3M Annual Income
PHILLY AWARD: **GOLD**
Social Media Brand MGMT
Over $3M Annual Income
Media Relations
Campaign
PHILLY AWARD: SILVER
Media Relations Campaign
Under $3M Annual Income

KC HEALTHY KIDS

How Grocery Taxes Hurt Poor Americans

Thank you for printing content from www.citylab.com. If you enjoy this piece, please check back soon for our latest urban-centric content.

www.citylab.com

Advocacy Alert: Who to Contact & What to be on the Lookout For

It's only the second month of the year yet 2017 has already brought substantial policy changes. Though the policy landscape is evolving today, there are some things which remain constant. That includes the universal truth behind our mission.

All people need healthy food and physical activity to thrive.

Now, more than ever, it's important to work together to advance policies for healthy affordable food and safe places for physical activity. Here are a few simple steps you can take today to advocate for thriving communities.

Thank Kansas State Senators for sponsoring the SS 95, the SDAA Act.

Healthy food should be within reach of all Kansasans. One team of Kansas City health organizations has been advocating for the proposed Senate 95 which would improve food security among low-income Kansasans by modifying three 2013 Hope Act provisions.

- Eases TANF work requirements so new moms are given a year to return to work acknowledging that lack of affordable childcare is a big barrier for many new moms trying to return to work.
- Simplifies bureaucracy: requiring the state to accept voice signature from TANF food assistance/child care assistance applicants completing applications over the phone with assistance.
- Allows the local Social Services Board of Pottawatomie County to decide

KCH|

kchealthykids
BIG SLICK CELEBRITY WEEKEND
BENEFITING CHILDREN’S MERCY

PHILLY AWARD: SILVER
Media Relations Campaign
Over $3M Annual Income
Folk Alliance International
Media Relations Campaign 2017

Wall Street Journal

Music Review:
Does Folk Music Still Matter?

Billboard Magazine

The Times They Are A-Changin': Is Folk Music Still Relevant for the Resistance?

INK Magazine

Hotel rooms become makeshift music venues for folk showcases

Kansas City Star

Music in the time of protest

KC Studio

Folk Alliance International promotes musical activism

PHILLY AWARD: GOLD
Media Relations Campaign
Under $3M Annual Income
HARVESTERS

with CROSSROADS COMMUNICATIONS

HUNGRY4MORE KICKOFF

On Hunger Action Day, September 8, 2016, 7 a.m. - noon, Harvesters invited the community to stop by the 18th Broadway Garden to fill a Harvesters truck with fresh produce for the chance to win tickets to upcoming Harvesters events or Hungry4More shirts.

PHILLY AWARD: GOLD
Media Relations Campaign
Over $3M Annual Income
Awards of Distinction

Any entry that scores in the ninetieth percentile of the possible points awarded.
BIG BROTHERS BIG SISTERS OF GREATER KANSAS CITY

with CLICKFARM INTERACTIVE

with WHISKEY DESIGN

BIG BROTHERS BIG SISTERS WEBSITE

Award of Distinction

See the website.
CHARLOTTE STREET FOUNDATION
with DESIGN RANCH
CSF IDENTITY CAMPAIGN

Award of Distinction
FIRST CALL
with VML
CHOOSING CANCER SHORT VIDEO

Watch the video.

What if we treated people with cancer the way we treat people with addiction?
First Call with VML

Choosing Parkinson’s Short Video

Watch the video.

Award of Distinction
FIRST CALL
with VML
STOP THE SHAME SOCIAL MEDIA CAMPAIGN

See the campaign.

Award of Distinction
JDRF with TROZZOLO COMMUNICATIONS
2017 DREAM GALA

Award of Distinction
KANSAS CITY CARE CLINIC
with VOLUNTEER BLOOM COMMITTEE
SIMPLY BLOOM PARTY INVITATION

MAY 6, 2017
8 PM UNTIL MIDNIGHT

TICKETS NOW ON SALE
$125 SINGLE TICKET
$500 SIMPLY BLOOM PACKAGE

Firestone Building
2001 Grand Boulevard
Kansas City, Missouri 64108

bloomparty.com/facebook.com/bloomparty follow us @bloompartykc

Award of Distinction
Do you want to show your support for a new shelter for Kansas City, MO? Head over to our Raise the Woof website to download our Supporter Kit that includes a profile picture, cover photo, flyer, and an I Support sign that you can print like our model Duke Ellington is showing here. It’s perfect for selfies or for cute pics with your pets at home. Head over to www.raisethewoofkc.org to check them out and don’t forget to use the hashtag #raisethewoofkc!
ON FIRE

Benefiting the thousands of children and families.
KVC serves with in-home family support, foster care, adoption, and children's psychiatric hospitals.

OVER 61,000 PEOPLE'S LIVES DIRECTLY TOUCHED BY KVC LAST YEAR

442 CHILDREN ADOPTED WITH ADOPTIVE FAMILIES

NEARLY 3,500 YOUTH TREATED AT OUR PSYCHIATRIC HOSPITALS

6,319 CHILDREN SUPPORTED BY CARING FOSTER FAMILIES

A NIGHT THAT'S GOING TO SIZZLE

Award of Distinction
Danilo was so happy to get Joan's letter.
VETERANS COMMUNITY PROJECT

with BERNSTEIN-REIN

FACING HOMELESSNESS

Watch the video.

LAVERNE UNITED STATES MARINE CORPS

Award of Distinction
Community Champion Award
Best in Show
What if we treated people with cancer the way we treat people with addiction?
2017 Philly Awards Committee

Sheri Johnson
Emily Gretzinger
Rachel Hodgson
Jake Jacobson
John Mulvihill
Brett Wacha
Event Sponsors

Veterans Community Project

Kansas City Sports Commission & Foundation

WIN for KC
Presenting Sponsor

EWING MARION KAUFFMAN FOUNDATION
2017 Philly Awards
Winners Book

For more information, visit www.npconnect.org/philly-awards.