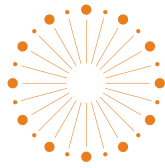


12 Richmond nonprofits served
60 student volunteers
20 professional mentors
market value of work = \$330,000



CreateAthon
onCampus 2011



they left juvenile
detention and it
wasn't until they
learned to build
a solid table
that they realized
they could build
a solid life

buy a table, build a life

FIRST
CONTRACTORS
FirstContractors.org



VCU CreateAthon onCampus 2011 recipients

- Byrd Theater Foundation
- Cj's Thumps Up Foundation
- CultureWorks
- F.I.R.S.T., Inc.
- Friends of the James River Park
- Henley Street Theatre
- Housing Options, Inc.
- Neighborhood Resource Center
- Richmond Ambulance Authority
- Safe Harbor
- St. James's Children's Center
- VALHEN

RAA
richmond ambulance authority

Who?:
We are a World Class emergency medical service (EMS) provider located right here in Richmond, VA.

How much?

We respond to over 50,000 calls a year.

How fast?

3 times out of 10, we arrive at a life-threatening emergency in under 8 mins. We use the latest in clinical and technical advancements for our patient care.

How good?

RAA is one of the busiest and most advanced EMS providers in the United States. Known across the world, RAA is one of a handful of EMS agencies accredited by both CAAES and NAEEMO.

With what?

We have 34 ambulances and 250 dedicated employees.

For whom?

We serve the community of Richmond, VA.



Richmond Ambulance Authority— 2400 Hermitage Road, Richmond, VA 23260

VALHEN

NOVA COMMUNITY COLLEGE ANNENDALE VA MARCH 24-25

encuentro
2011

safe harbor

safe harbor

Denegue la violencia. Promueve el bienestar.

Ofrecemos los siguientes servicios gratuitos:

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Grupos de Apoyo
Apoyo Durante Proceso Judicial
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804.278.7877 (TTY)

www.saferharborshelter.com
www.facebook.com/SafeHarborVA

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VCU CreateAthon onCampus 2011 recipients + deliverable



- **Byrd Theater Foundation :: Jessica Black**
Strategic Plan
Events plan, definitions + timelines
Promotional packages, plan = Little Byrdie Club
Donation packages, plan + sample letters
Logo
Business Cards
Letterhead
Promotional Collateral:
T-shirts, stickers, Punch card, Kids Tumbler/Cup,
Donation box for fellow merchants
Digital + web applications
Website restructure + redesign
Mobile App
Video PSA idea development
E-newsletter

- **CJ's Thumbs Up Foundation :: Karlin Lichtenberger**
Public Service Announcement: concept + rough cut
Logo
Website
Business Card
Facebook Profile Picture/Landing Page

- **CultureWorks :: Alexander Marse**
New Style Guide
Mobile app
Brochure
Ideation book



- **F.I.R.S.T, Inc. :: Ally Farrish**
Logo
Business card
Letterhead
Envelope
3-piece print campaign
Interactive QR code table markers
Strategic Plan



- **Friends of the James River Park :: Lauren Albee**
Signage development + design
English + Spanish Radio concept + rough cut
Amigos del Rio logo + event development
Belle Isle and Pony Pasture flyers
Trash can signage concept + design

- **Henley Street Theatre :: Janine Infurnari**
Logo
Letterhead
Business Card design
Envelope design
Website design + layout
Sticker design
Tote Bag design



- **Housing Options, Inc. :: Kathryn Stern**
Logo
Letterhead
Business card
Website redesign + production
Thank you card
Brochure
Newsletter
Media kit

- **Neighborhood Resource Center :: Scott Racette**
Brochure
Newsletter
Signage designs

- **Richmond Ambulance Authority :: Nomin Enkhbold**
Logo
Envelope
Letterhead
Business Card
Event development
Invitation mailer
Facebook event planning
RAA Awareness Rack Card + Poster



- **Safe Harbor :: Christine Gordon**
8.5 x 11 tri-fold brochure
Emergency card (business card size)
Business card
#10 envelope
Letterhead
Twitter account
Facebook account w/ 4 landing pages



- **St. James's Children's Center :: Chad Woods**
Content flow for web page
Website redesign + production
4-fold brochure
Promotional film: concept + production
Photos for website
Suggested media techniques to be implemented by intern



- **VALHEN :: Sean Harrington**
VALHEN logo
Encuentro Logo
Website Redesign
Stationary Letterhead
Email Letterhead
Business Card
Ecuentro Poster
Social Media Strategy - facebook + twitter

