

A WOMEN'S DRUG & ALCOHOL RECOVERY PROGRAM

SEEDS OF HOPE



Where a life of addiction ends and a life of hope begins.



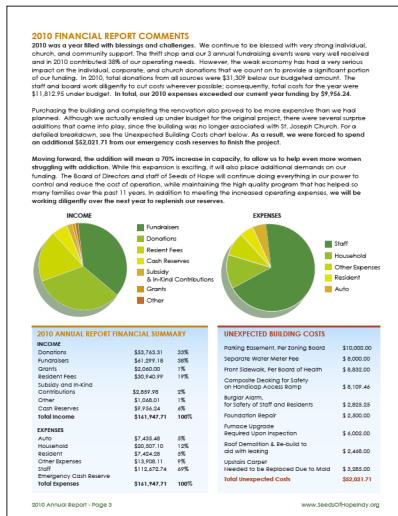
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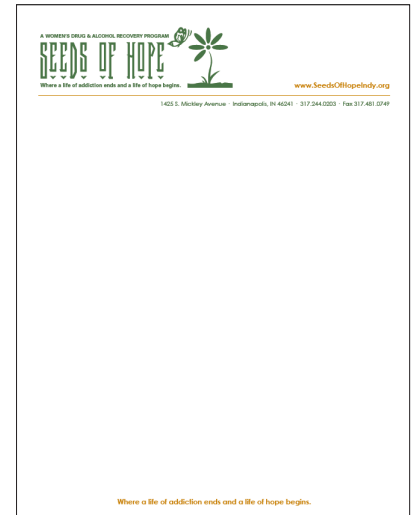
- Non-Profit:** Seeds of Hope, Inc.
- Background:** Founded in 1999, Seeds of Hope is a recovery home for women recovering from drug and alcohol addiction. Having improved their facility with an addition of 7 new rooms, it was a crucial time to take their marketing materials to the next level, as well.
- Assignment:** Update all marketing materials and messaging to better reflect 11 years of success.
- Industry:** Non-Profit
- Target:** Seeds of Hope supporters, Community Awareness
- Scope:** Create a cohesive brand image across all marketing materials and support the organization with marketing coordination and implementation for one year.



ANNUAL REPORT



TRI-FOLD BROCHURE



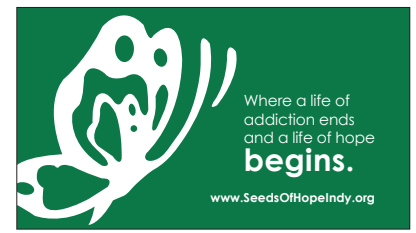
LETTERHEAD



BUSINESS CARD

Kind words from Seeds of Hope:

"I honestly don't know how we would have even made a dent in things this year without you and your colleagues. What I do know for sure is that we're ABUNDANTLY blessed with you guys! When we needed help the most, you guys came blazing in to save us."



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PROJECT OVERVIEW

- Ongoing Project Management
- Print Coordination
- Tagline Creation
- 2010 Annual Report
- Professional Headshots
- Identity Materials Re-Design
- Brochure Design & Copywriting
- Annual Campaign Theme
- Annual Campaign Mailer Design
- Annual Campaign Online Donation Page
- Order Out of Court Event Logo
- Order Out of Court Event Flyer
- Order Out of Court Event Tickets
- Order Out of Court Online Ticket Purchase Page
- Beast Feast Event Table Flyers
- Ongoing Website Content Updates

WHAT WOULD YOU GIVE...

Dear friend of Seeds of Hope, This year, we are posing a simple, but meaningful question to all of our supporters:

to give a woman a safe and supportive home?
25% of residents are homeless when they enter Seeds of Hope.

to help a woman truly recover from addiction?
72% of residents sought other substance recovery programs before entering Seeds of Hope 6-month program.

to improve our community?
More than half of non-violent offenders who complete treatment programs do NOT commit new crimes.

to provide a woman with a new beginning in life?
Seeds of Hope helps women find gainful employment, secure a healthy support system and make their own life. And you can help.

to change the course of a woman's life for the better?
44% of residents have been arrested for alcohol/drug-related crimes.

to give a child back the mother they deserve?
74% of our residents have children who need a stable, loving role model.

to save a life?
32% of our residents have attempted suicide before coming to Seeds of Hope because they no longer saw value in their lives.

NEW HOPE BEGINS WITH YOU....
Have your chance to provide a woman a second chance at life, and a renewed opportunity to be a better mother, daughter, sister, friend and community member. Your generosity can make a lasting impact.

OUR GOAL THIS YEAR IS \$25,000! CAN YOU GIVE?

How Can I Help? • \$2500 One all-day In-Go Bus Pass • \$750 30 Pills (2 Full week's) • \$600 One month-long pass • \$7500 Fill up 100 passenger van with tank of gas to take women to appointments court orders and more.	How Can I Help? • \$1500 One Drug Test • \$4000 1 Month of Drug Tests • \$2400 Buy a bulk pack of 50 Drug Tests	How Can I Help? • \$3500 1 Full week of meals for one woman • \$11200 2 Full weeks of meals for one woman • \$22500 4 Full weeks of meals for one woman	How Can I Help? • \$3500 Internal service for 1 month • \$27000 Internal service 6 months • \$42000 Internal service for 1 year	How Can I Help? • \$5000 1 week of full support for one woman • \$17000 2 weeks of full support for one woman • \$35000 4 weeks of full support for one woman
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Seeds of Hope - 1425 South Mickle Avenue Indianapolis, IN 46241
317.244.0203 • www.SeedsOfHopeIndy.org/GiveHope • indy@SeedsOfHope@sbcglobal.net

ANNUAL CAMPAIGN SELF MAILER

Kind words from Seeds of Hope:

"With the expansion of our organization, it was critical for us to get to the next level of PR and marketing. Do Good for Indiana was a God-send!

With no marketing expertise, we were clueless as to how to even begin to raise the bar on our communications. DGFI helped us set goals and objectives to reach those goals; walked us through strategic planning for coordinated communications; greatly improved our existing fundraising event mailers and materials; and supplied us with a multitude of ideas for reaching our key targeted audiences.

As a result, we have received great feedback from our supporters - not only that they love our new look, but that it makes us look stronger and more credible as an organization. We will forever be grateful to DGFI, and our organization is reaching its critical objectives as a result of it!"

Monday, June 13th
Jaria's Italian Restaurant • 317 S. College Avenue
Dinner Served Between 5 - 8:30 pm

ORDER OUT OF COURT
An evening to benefit Seeds of Hope

\$35/person • \$65/couple • \$10 children ages 2 to 12.
Children under the age of 2 admitted free.

Adult Ticket
Child's Ticket

EVENT LOGO & TICKET DESIGN

ORDER OUT OF COURT
An evening to benefit Seeds of Hope

Dear Friends,

Every June we come together for a signature event called "Order Out of Court" to benefit the Seeds of Hope Women's Drug & Alcohol Recovery Program. Again this year, the event is being hosted downtown with a special meal at Jaria's Italian Restaurant on Monday, June 13th from 5 to 8:30 pm. Whether you prefer an early or late meal, we'll take good care of you!

Acting as waiters for the evening are elected officials from Marion County, Judges, Commissioners and other elected officials from Marion County and surrounding communities. These community members appreciate the impact that Seeds of Hope has had in the lives of recovering women for the past 11 years. As a thank you for their donation of time, monetary donations are gratefully accepted instead of tips to further the Seeds of Hope mission.

If you'd like to join us, purchase your tickets one of three ways. We only have 100 tickets available, so please order early!

- Use the enclosed form and choose delivery method of mailed tickets or hold of Will Call. Make your check payable to "Seeds of Hope" and send to Board Member, Marcia J. Cassal, no later than Tuesday, June 7, 2011. If you need a map with directions, please mark the box on the ticket order form.
- Purchase tickets online and have tickets e-mailed to you or held at Will Call. To place your ticket order online, please visit: www.SeedsOfHopeIndy.org/OrderOutOfCourt
- Purchase tickets at the door the evening of the event.

Even if you cannot join us for this event, please consider making a special donation to Seeds of Hope at the time. Now this year we can now accept donations quickly and easily online at: www.SeedsOfHopeIndy.org/GiveHope. On behalf of the women of Seeds of Hope, thank you for helping us provide our residents with the resources to live clean, sober, productive lives.

Sincerely,
Father Glenn O'Connor
Marcia J. Cassal
Board Vice President

EVENT LETTER & FLYER

... If you have faith no larger than a mustard seed ...

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We only have 100 tickets available so please order early! If you'd like to mail in your ticket order, download the form and mail by Tuesday, June 7th.

To order your tickets online, please fill out the following information. Once you hit submit, a new screen will open to process payment via PayPal.

How Many Tickets Do You Need?
 Number of Individual Adult Tickets (\$35 each)
 Number of Couple or 2 Adult Tickets (\$65 pair)
 Number of Children (5 to each, ages 2 to 12 - Under 2 are free)

Ticket Total Ticket Price Total

How Would You Like To Receive Your Will Call?
 By Mail By e-Mail Will Call at Event

Please Fill In Your Contact Information

ONLINE TICKET ORDERING PAGE