

## Words that:

Tell your nonprofit's **story**

Garner **support**

Secure **funding**

Enlist **members**

Inspire **volunteers**

Evoke nostalgia, love and affection

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*Only connect! That was the whole of her sermon. Only connect the **prose** and the **passion**, and both will be **exalted**, and human love will be seen at its height. Live in fragments no longer. Only connect...*

--E.M. Forster, *Howards End*

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## Creative, compelling solutions that connect and inspire

- Stories (check my presentation, "[Don't be the headline, be the book.](#)")
- Proposals
- Case statements
- Profiles (donors, team members, beneficiaries, etc.)
- Blog
- Web content
- Speeches

I bring three decades of experience helping others "achieve the vision...one friend at a time," and now specialize in helping faith-driven organizations. (Author of [Fundraiser's Prayer Book: Insights and inspiration for the faith-driven fundraiser](#))

I do what I do because of why you do what you do. My life has been about effecting change ([there are three things to do and one way to do it](#)), just as your organization is. I understand the big picture of advancement for nonprofits so you will get maximum leverage and effect from everything I produce for you.

## What Others Say About Dion McInnis

**"His passion for helping individuals and organizations reach their potential** is phenomenal ... brought new energy to everyone he worked with; this, in turn, led to greater financial, material, and personal investments in the arts arena."

*Sue Garman*

**"Always asking 'why before how,' Dion ensures that his clients remain focused and attentive to the task at hand:** advancing their organization's mission through stakeholder engagement, fundraising, and effective promotion of their organization's work to the community it serves."

*Carol Bornstein*



"He taught me as he worked with me and others to raise funds. Perhaps one reason we collaborated so well is because Dion is an artist, too. Not only did he help secure the funds, but he **also served as an art-aware ambassador to national and international artists** for the benefit of the consortium and the university."

*Sandria Hu*

**"He excels at analyzing and creating scenarios that will lead to a workable plan and a successful outcome for all parties,** as he listens well and is able to create a plan that resolves multiple issues to create a consensus. Dion also brings a personal approach to each project. These skills can be applied to any organization, business, or individual seeking to improve performance and accomplishing goals."

*Pat & Wendell Wilson*

"I surmised that he was a natural leader who embodied the ideology around what today we would refer to as a servant leader. Quite often **you will note that Dion is always listening first and uses his gift for analytical reasoning to sort out the very minute details in making concrete decisions in solving issues or problems.** Dion typically operates in a collaborative fashion in teaching the art of leadership and professional development. By taking this approach he frequently empowers those around him to realize and develop into their full potential."

*Preston Johnson*

**"When Dion listens you feel heard** and you begin to hear, appreciate, know and trust your own authentic voice, too. I have experienced this as an individual and as part of a group as Dion guides in visioning and planning. He never starts by telling; he always starts by listening. This is what makes Dion unique."

*Charity Ellis*

## Decades of Experiences That Celebrate, Connect, Empower and Inspire

1. *Advertiser Advocate Newspaper*: human interest stories, photography column and op-eds.
2. *Rangefinder Magazine*: Topics of interest to professional photographers.
3. *Studio Photography Magazine*: Topics of interest to professional photographers.
4. *AdvantEdge Magazine*: Article titled "[Six Tips on Sales Learned from a Shoeshine Man.](#)" AdvantEdge is a Nightingale-Conant publication.
5. *Parameters* newsletter: Publication of University of Houston Cullen College of Engineering.
6. Alumni magazine for University of New Mexico School of Engineering.
7. Fundraising proposals: Raised millions of dollars through proposals to private donors (non-agency) for contributions ranging from annual fund level to \$3.5 million.
8. Alumni engagement: Letters, articles and columns used to inspire and connect alumni, while also celebrating their lives and successes.
9. *Your UHCL* e-column: Five-plus years (60 columns) written to convey insights and connections to University of Houston-Clear Lake.
10. [Listen to Life](#) (newsletter, blog and book).
11. [Daddin': The Verb of Being a Dad](#) (book).
12. [The Seeing. Not the Taking](#): A guide to seeing for photographers book and blog, selected as a "Staff Pick" at Blurb.com.
13. [Fundraiser's Prayer Book: Insights and inspiration for faith-driven fundraisers](#)
14. Donor appeals, fundraising proposals and relationship-building letters for four universities since 1987 (University of Houston Cullen College of Engineering, Sam Houston State University, University of New Mexico School of Engineering and University of Houston-Clear Lake).
15. Speeches and presentations: More than 35 years of preparing presentations and speeches ranging from five minutes to 90 minutes for universities, alumni associations, chambers of commerce, art nonprofits as well as personally developed topics in leadership, management, creativity, photography, writing and empowerment. Also, award presentation speeches that include profiles of honorees based on interviews that I conducted with each.
16. Clear Lake Area Chamber of Commerce: A year-long project of photography, interviews and profiles of 50 people who had helped make the chamber and community what it is, in commemoration of the chamber's 50<sup>th</sup> anniversary. The project was conceived and executed by me, and the book was professionally designed: [50: Years, Faces, Stories](#).
17. Columnist for "Creative Ideas from Creative People" in *Momentum*, the e-magazine of the League City Regional Chamber of Commerce. Articles feature creative business ideas and tips on how to utilize them in one's own business.

18. Published "[Discovering Mississippi...Discovering Myself](#)," a combination of images and insights for a journey that was 40 years in the making.
19. Case statements and proposals for St. Francis Episcopal Day School and Project Joy and Hope leading to millions of dollars of contributions.
20. *From Dion's Desk...and beyond* monthly newsletter/blog for the National Czech & Slovak Museum & Library.

## **My Business System**

My goal is to provide you with the type of humane, persuasive, warm, compelling, genuine writing that you need and want, while making the process as smooth and easy as can be. You have enough on your plate—deadlines, assignments, juggling priorities, etc.—and you don't need me being part of your problems. I will be part of your solutions. To that end, working with me puts you into this process:

1. Initial contact: You reach out to me for assistance with a writing need in my fields of expertise. From this discussion I will provide you a quote that is project based instead of hourly. This gets the ball rolling.
2. Questionnaire and discussion: After you have made contact and explained the gist of your needs, I will provide you with a questionnaire and calendar request to discuss your answers. The questionnaire should be returned within two business days, and the follow-up conversation should occur within two business days of completing the form. The follow-up call will last 30 minutes, give or take. The objective is to fully understand your needs and the voice you desire for your messages.
3. Investment and getting started: 50% of the investment total is now due to get the project started. This payment will be kept as a kill fee if at any time you decide to cancel the project. Once the payment has been received, the fun begins.
4. Research, interviews, etc.: I will begin the research process for the assignment soon after the initial investment has been made. This can include basic research or interviews. Timing of the project will be affected by the accessibility of the interviewees; it is incumbent on you to encourage all who are part of the project to make themselves accessible in person or by phone or email, as appropriate. Such access is even more critical if the assignment includes photography. If necessary, model releases will be obtained during the process where photos are used to protect me as the copyright holder and creator of the work, and you as the user.

5. Collaboration: As I work on your assignment, I will reach out as appropriate and necessary for clarifications on key points, messages or other topics necessary to produce the results you are looking for.
6. Review of first drafts: You will be provided a first draft within a specified number of days. The number varies based on the project and the dependency on additional appointments (interviews, etc.). You will be asked to respond to the first draft within four working days to keep the process moving.
7. Revisions: Revisions will be discussed and made as discussed to provide the best results. Revisions will be provided within a few business days of the return of the first draft.
8. Additional reviews: It is likely that there will be another review or two as the final tweaks are made to polish the document to its final stage.
9. Final approval: Once final approval has been made, the final half of the investment is due. Once that has been made, the document will be released for use as agreed upon.
10. Transition to new projects: The processes used to create the document have positioned me to help in myriad ways now that I better understand your message, purpose, mission and goals. Let's discuss what's next to help you succeed with compelling writing.



**“Who is this guy we’re about to hire?”**

**I became a photographer at six, a writer at 12 and a poet since birth.**

After a career as writer-photographer, I entered the realm of higher education in 1987 where I served four universities over a 27-year period in development and fundraising, alumni/community relations, external relations and communications. I have also written 15 books. A life of seeing led to his cornerstone message: **SEE differently; CHANGE perspectives; GROW authentically.**

I continue to combine writing and photography, providing compelling, moving, authentic stories and profiles that connect and celebrate people for the benefits of fundraising, sales, relationship building and more.

I have served as an instructor with the Houston Center for Photography, the Jung Center-Houston and several photography clubs. I have also brought my programs to universities, women’s conferences and summits, caregivers conferences and community colleges. For three summers I taught one week each at the University of West Bohemia in Czech Republic, guiding students from Czech Republic, Russia and Ukraine. My presentations inspired by these trips emphasized that **“art removes borders.”**

**I strive to bring down barriers in many ways.** I founded a nonprofit that celebrated women’s stories and the images they inspire. No longer in existence, the work also led to workshops for clients of Bay Area Turning Point Women’s Center where their situations were used to empower their creativity. BATP awarded me their Caring Heart Award a couple of years after New Mexico Woman Magazine **highlighted McInnis as “A Man Who Champions Women.”**

Of all my roles, however, the **most important and fulfilling is that of being a dad.** My book, [\*Daddin’: The Verb of Being a Dad\*](#), has led to presentations and programs for dads and father figures. My perspectives, shared in writings and poetry, have earned many positive reviews, media interviews, and I was **cited in [Better Homes and Garden](#)**, as well as other media.



**Contact me today to get started on your project.**

Dion McInnis

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[Dion@DionMcInnis.com](mailto:Dion@DionMcInnis.com)

[www.DionMcInnis.com/writing\\_services](http://www.DionMcInnis.com/writing_services)

### **Samples That Follow**

1. *Creative Ideas from Creative People* columns (three)
2. *AdvanteEdge Magazine* Shoeshine Sales Lesson
3. Project Joy and Hope case statement

### Links:

- *50: Years, Stories, Faces* <http://www.blurb.com/books/3681967-50-years-faces-stories> (profiles and photography)
- *Discovering Mississippi...Discovering Myself* <http://www.blurb.com/b/6826044-discovering-mississippi-discovering-myself>
- [www.DionMcInnis.com](http://www.DionMcInnis.com)
- My LinkedIn articles <https://www.linkedin.com/in/dionmcinnis/detail/recent-activity/posts/>
- Ghost-written testimonials for a faith-based service organization [http://lighthousecm.blogspot.com/2016\\_08\\_01\\_archive.html](http://lighthousecm.blogspot.com/2016_08_01_archive.html)
- Project Joy and Hope Capital Campaign brochure <https://joyandhope.org/wp-content/uploads/2016/08/PJHcapitalFinal.pdf>

# CREATIVE SOLUTIONS

From Creative People

In this [column](#) over the past few months, you've seen examples of garden hose creativity. Did you notice? You can use it, too. In fact, you should.

Contrary to the notion that creative thinking is all about free flowing ideas and unrestricted thinking, quite the opposite is true. Perhaps you've heard the expression about how impending death has a way of developing focus. That's pretty dramatic. But it is also true. Enter the garden hose.

The humble hose transports water from the source to wherever you want it for whatever purpose you might have. If the idea is to simply move water from the faucet to a distance away – like to a garden or wading pool for kids – the hose works great. If you want to create enough pressure to wash your car or boat, put out a small fire or strip the sidewalk of grungy scum, you need to add pressure. Creativity needs pressure, too.

Creative thinking is not loosey-goosey idea development created out of nothing. It is the result of using your experiences, knowledge, wisdom, curiosity and energy to put together concepts, ideas and solutions to address an issue. It doesn't matter whether you're writing a poem or a business plan, or developing a dance or the theory to relativity ... pressure creates power ... the power to create.

Business owners featured in past columns have found market niches, developed product/service lines, made networking efficient, systematized quality performance and more. How? With pressure. And by looking at things differently, usually in nuanced ways and not earth-shaking, profound ways. Here are ways to build pressure that inspires creativity.

**Parameters:** Give yourself parameters. What are the limits within which your solution must be found? If you're writing a haiku, the parameters are three lines with syllable counts of five, seven and five. That will limit word choices, descriptiveness and more. How about "bring three astronauts home safely only using materials in their spacecraft." Watch the Apollo 13 movie to see how NASA engineers found a solution with only available resources, i.e., within parameters.

**Deadlines:** Death provides focus, but try something a little less dramatic. While jailed, Boethius composed his *Consolation of Philosophy*. Still too bold? How about a deadline for rolling out a product? Or delivering a presentation? Or getting supper ready (voila, the invention of "TV dinners" decades ago.)? Or getting a magazine column turned in? Set deadlines.

**Specific Goals:** The more specificity to the impetus for creative thinking, the better. Whether the goal relates to sales, presentations, vacation options or a desired effect when you propose marriage, the goals will guide how you are able to tap into the wealth of ideas and information that is within you.

Focus alone will not get your creative energy going. Add pressure and you'll have a powerful force at your beck and call.



"See differently, change perspectives and grow authentically," is the motto and brand message of Empowered Creativity Institute. Find new ways of seeing your abilities, your services and your market so that you can grow yourself and your business.

*Creative Solutions From Creative People*  
By Dion McInnis, [Empowered Creativity Institute](#)  
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# CREATIVE SOLUTIONS

From Creative People

## How To Change Galaxies

Recent Athena Award winner and executive director of Lighthouse Christian Ministries (LCM), Erika Steele, transitioned from one business world to another that was almost antithetical to the first. Moving from an international megacorporation where employees see posted daily the company's stock value to a small town, faith-based nonprofit would seem like travelling across the universe from one galaxy to another. Being able to adapt and apply skills across change requires the attributes of creativity, including focus, discipline, openness and application of experiences to the development of ideas.



Everyone faces times when they "change galaxies." It may be a major geographical change, health transition, relationship loss, career field shift (by choice or demand) or job role change; the place you were and the place you are going to are completely different in myriad ways. Erika's lessons apply.

**Learn** - "I value education so I read and learned everything I could to see what this ministry was about," she said. She sought knowledge about the work of the organization, the realities of nonprofit management and leadership, and the lives of people who need the services of LCM. "I still commit 10-15 hours per month to learning about nonprofit management, the community we serve and leadership," she said.

**Listen** - Listening is a critical skill when facing significant changes. Erika said that listening played an important role during the early transition, and still does on a daily basis. She can better understand, serve and lead by listening to others, to her calling and to her heart. Listening enables a person to become immersed in their new place and role, while also keeping focused on their purpose and motivation.

**Connect** - The previous two steps enable connection. Connect to those you serve, those who serve with you, the community and the organization's purpose. No matter what significant change has transported you from one "galaxy" to another, the ability to connect to others and to your focus will make the transition one of empowerment instead of frustration.

**Apply** - "I love engineering. I was trained as engineer. Engineering is about using information you have and determining what information you need to solve a problem or manage a project. That's what I do in the nonprofit world every day. Being a mom requires the ability to go with the flow. I do that every day at work, too." You can connect your old galaxy to your new one by applying anew the experiences, wisdom, knowledge and skills from your past situation.

Major changes in jobs, relationships or health can give you the feeling that you've entered the Twilight Zone. Adapt and achieve when you learn, listen, connect and apply.

"See differently, change perspectives and grow authentically," is the motto and brand message of Empowered Creativity Institute. Find new ways of seeing your abilities, your services and your market so that you can grow yourself and your business.

*Creative Solutions From Creative People*  
By Dion McInnis, [Empowered Creativity Institute](http://EmpoweredCreativityInstitute.com)  
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the  
Empowered  
Creativity  
Institute  
*with Dion McInnis*

# CREATIVE SOLUTIONS from CREATIVE PEOPLE

By Dion McInnis, Empowered Creativity Institute

Knowledge and experience leads to creative solutions: Get out of the rut of “the way things are usually done.”

**Nicole Bellow**, Senior Human Resources Consultant with Smarter HR Solutions, explains that by tapping into her 20-plus years of experience in human resources for large corporations, she was able to develop the awareness, knowledge and solutions that benefit smaller businesses. “Looking in the face of a business owner who isn’t familiar with all the current rules, regulations and practices in HR, I see the chance to help them increase their profits while reducing their risks related to HR issues.” She accomplishes this by getting out of the rut of how professional services like hers are generally packaged and priced.

Nicole empathizes with the challenges facing a small-business owner who tries to navigate the complicated field of human resource issues. Familiar with how most human resource service companies package and price their programs to small businesses, she knew there could be more creative approaches. Her concepts were validated in the job she held before starting her current company. The light bulb moment happened while in a meeting with her previous boss as they discussed a variety of measures that Nicole had developed and implemented based on focusing expertise specifically where it was needed. During the meeting, it became clear that her plans saved her employer more than \$300,000. Nicole said with a beaming smile, “I thought ‘hmmmm, I can do this for others, too’ and that was the beginning of the concept of my business, Smarter HR Solutions.”

Basically, she creates packages of expertise to fit any business owner’s needs and budget particularly small- and middle-market businesses. “I conduct a human resources audit, and then point out plans that can help the business owner. I focus first on the issues that are most likely to get the owner in trouble.” Her approach begins with the business owner and solution packages involve a mix of resources.

By getting out of the rut of expensive HR solutions, she moved to smarter solutions that creatively align the client’s needs and budget. “Why sell all the luxury car with all the options when the customer is best served with dependable transportation without the frills. Professional services can be packaged in similar ways.”

Nicole’s creative use of focusing on the clients and their realities first has led her to programs that better suit client needs, urgencies and future plans. Consider this client-first view of your professional services to re-consider ways to package and deliver what you offer.



Smarter HR Solutions

Nicole Bellow, \*DBA, MBA, SPHR, SHRM-SCP  
Senior Human Resources Consultant

## Creativity Tips from Empowered Creativity Institute

Think of all the services or programs that you offer. Write them on a whiteboard or spreadsheet. Consider this as your business’ ingredients to a “solution recipe.”

Consider the various ways to put the ingredients together. Perhaps you use more one-on-one consulting, or more group online info sharing, or different types of deliverable reports...of all the things that you offer, you can put the ingredients together in just the right way to satisfy each client’s taste for solutions.

Look at past experiences as guides to what potential clients. Chances are good that you could quickly develop several solution packages for clients in various types of situations. This replicability will make you more effective and efficient in serving your customers.

# Shoeshine Sales Lesson

By Dion McInnis

*Follow the six lessons of the shoeshine man to develop rapport, trust, and confidence, and close the sale.*

*"It has been said often by many that we spend so much time selling that we don't close the sale."*

**I**t was a miserable conference, therefore a wonderful time to escape to the streets of downtown Chicago for a sanity and commonsense break from the overblown, minimally useful meanderings of the presenters. There on the streets, outside a posh high-end clothing store, I found the most effective teacher of the week.

On my break, I milled around, taking photos. Photography means the world to me, as it has for my lifetime since Santa Claus brought me a camera when I was six. A 10-minute interaction during my photo taking provided me a sales refresher course.

As I knelt down, finding the right angle for the image I had in mind, I heard a voice.

"Hey, I know what will make a great photo."

I glanced over to a shoeshine man with his small setup outside the store. I smiled, intrigued, but I remained distant; I came out to photograph alone,

not to be bothered.

"You do, huh?" I replied, a bit out of curiosity and a lot out of not wanting to be rude to a guy just trying to make a living.

"Yeah. Take a photo of me," he said. A pause. A long pause. "Shining your shoes."

I was intrigued and amused. Finally someone with personality and a sense of humor. Laughing a bit, I replied, "You think so?"

"You bet."

I ignored his first appeal, took a few more photos, and then walked his direction as I headed down the sidewalk for more photo opportunities.

"Hey, come here. I could do a great job on your shoes. They sure do need a polish."

Laughing, knowing I had been busted by the truth, I said, "You are right. Okay, how much do you charge?"

"Eight bucks. I do great work."

"No doubt."

"Put your foot up here on the bucket." As he performed his clean-spritz-polish-buff magic on the first shoe, we chatted about his work, about the people walking by who ignore him, and a variety of other things. I didn't take any photos.

"Done. Put your other foot up there. Hey, you know how you can make my day? Give me \$20 for this great job and I can go home for a break."

I had to appreciate his candor. "I am sure that would make your day! But I need to catch a cab later today. I'll meet you halfway though."

"You're killing me," he said in between buffs of the cloth and with a large, broad smile.

"No I'm not. You are doing just fine with this."

"You're right. Thank you, sir. Have a great day."

I walked away with my shoes looking better than they had since I bought them, having paid more for the service than I had intended (and I had not even thought about getting my shoes shined anyway), and having just enough cash to get me back to the airport a couple hours later. I walked away with a brain full of important lessons, but also without a single photo taken during the transaction. The workshop that I was in town for was about fundraising; the shoeshine man's lessons were more clear and appropriate to fundraising than any of the speakers' were. His instructions apply to sales as well.

### Contact the Customer Where He or She Is

The shoeshine man came to me, to where my heart was. He saw me taking photographs and offered a new, better photographic opportunity — that

included a sale for him, of course. Brilliant. Do we often enough remember what is foremost in the customer's mind? Both personally and professionally? Are we aware enough to pay attention? When we move to where our customers' interests are, we are in a better place to carry out the relationship of business.

### Persistence with Questions and Answers Pays Off

He was persistent with his questions and clear with his answers, which allowed for dialogue. It has been said often by many that we sometimes spend so much time selling that we don't close the sale. By listening, not just to words but also to the actions of our customers and prospects, we find a greater understanding of their needs and what is important to them. Where there is importance, there is value, and where there is value, there is a place for a sale.

### Clearly Explain Benefits

There were no before and after photographs of shoes dirty and shoes shined; there were no PowerPoint™ presentations explaining the role of misted water in the effective cleaning and polishing process. Perhaps we often explain the process at the expense of describing the results, forgetting that the customer is ultimately interested in results — "I could do a great job on your shoes. They sure do need a polish."

### Be Clear About Pricing

Clear pricing is critical. Even with the sometimes necessary add-ons,

taxes, fees, and contingencies, do what you can to explain clearly what the price is. Attempts to hide, gloss over, or disguise with euphemisms — instead of stating clearly what the price will be — serves no one.

### Ask for a Larger Sale

When a customer places an order, try increasing the size, using valid value and benefits in the explanation and proposal. The "value" may be feeling cool in a convertible, or being able to land a larger fish, or the reduction of on-the-job accidents because of what you're selling. In other words, no matter what you're selling, there is an opportunity and valid reason to ask for a larger order; however, without the other lessons listed above, you're likely not in a good or trusted position to ask for it.

### Accept "No" Gracefully

"No" is not a bad word. We all hear it, and we will for as long as we're selling, which is as long as we are breathing. The shoeshine man accepted my declinations with poise and humor. He turned the first "no" around into a sale but was unable to get the complete sale he wanted.

Less than a month later, I was dealing with an apartment locator in the Houston area who was upset that I had chosen not to do business with him after he showed me one place that I had found on the Internet. The limit of his effort was to show me one lease condo option. When I explained that I had selected another place, he became upset and mumbled as he was hanging up on the phone call, "f\*#@ing idiot." Maybe he needs to go to Chicago to meet the shoeshine man!

Your customers and potential customers will spend their money on something that gives them the value they are looking for. There is no reason it should not be you if you follow the lessons of the shoeshine man to develop rapport, trust, and confidence. ■

*Dion McInnis' work focuses on "common truths." He has worked for organizations ranging from NASA/JSC to the Bay Area Turning Point Women's Shelter.*

To learn more about Dion McInnis and his free newsletter, *Listen for Life*, please visit [www.AdvanEdgeMag.com/008](http://www.AdvanEdgeMag.com/008) today.

## 6 Lessons of the Shoeshine Man

1. Contact the customer where he or she is
2. Persistence with questions and answers pays off
3. Clearly explain benefits
4. Be clear about pricing
5. Ask for a larger sale
6. Accept "no" gracefully



What is happening in Pasadena, Texas is changing the pediatric palliative care world for the better.

According to an American Academy of Hospice and Palliative Medicine 2013 report, there is only one palliative care doctor for every 1300 patients, and the gap is growing because of changes in the scope of work of palliative care professionals. The World Health Organization defines palliative care: "...an approach that improves the quality of life of patients and their families facing the problem associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial and spiritual." Amidst this field, pediatric specialty stands separately with uniquely different needs and issues for children and their families.

The emotional and financial burdens on families with limited resources and seemingly unlimited healthcare expenses are profound and ongoing. These conditions contribute to the fact that children are now the largest segment of the homeless population. Pain of many types needs attention; palliative care has been described as "the treatment that respects pain." Not all diseases can be cured or all pain removed, but there are practical solutions for families dealing with the issues.

Since 2000, Project Joy and Hope (PJH) in Pasadena has served medically fragile children and their families in myriad ways. In 2014, the board committed to Phase II of the organization's site development, including doubling the number of housing units to six duplexes and building a palliative care center. They realized that the complex needs of families with medically fragile children include education, assistance and supportive care that benefit children and their families. They realized that with shortfalls in services and resources, it will be critical to have a space for training professionals, and counseling families, including financial and legal issues, as well as medical and emotional. They envisioned using PJH's achievements to develop a first-of-its-kind community in Texas that serves as a model to cities around the country. They realized PJH's unique position created through fiscal soundness, focused leadership and long-standing partnership would enable them to achieve the vision. Now is the time to realize the vision.

Response has already been positive. Of the \$1.95 million required to fund the three duplexes and center, more than half has been received and/or committed. The duplexes are funded and the fundraising focus now moves to the palliative care center.

The center will house administrative offices for PJH and the Texas Pediatric Palliative Care Consortium that was founded by PJH in 2007. It will also include: art therapy and activity room for kids; career and business center, and exercise area for parents; end-of-life care planning programs; public and private

meeting spaces for individuals and families, as well as for organizations to provide continuing education training; and, a volunteer work room.

PJH's record of success and fiscal strength go hand in hand. While using more than 90% of funds for direct services, PJH has developed many important programs for medically fragile children and their families, including: HOPE housing, parent-to-parent support line, family assistance grants, HOPE scholarships, HOPE for the holidays for grieving parents and more. Using the power of collaborations, partnerships and volunteers, PJH accomplishes much with modest resources.

The completion of Phase II will immediately affect those in need and the pediatric palliative care community. By doubling the number of housing units to 12, these spacious, comfortable duplex homes will provide twice the amount of short-term or transitional housing, with 80% of clients being low income families. The creation of the Palliative Care Center will enable PJH to continue serving the few while helping prepare the many.

Children and their families will use the facility for a variety of services and programs that are needed by the medically fragile children, as well as their siblings and parents. Within the building will be opportunities for normalcy during difficult times, with space for art, exercise, conducting business, counseling and important, personal conversations. Space will be also be dedicated for continuing education that will help train professionals and providers in the field, as well as for educational programs for families seeking information about legal, emotional and financial guidance. The multi-purpose center will be unique to Texas and a role model for communities around the country.

Project Joy and Hope has served hundreds of people with specialized needs through direct services, outreach, training and more. The next phase of its vision to serve more while transforming perspectives on how to deliver pediatric palliative care and support is only possible with outside support. With the new housing, which constitutes almost half of the Project Joy and Hope Campaign goal, already funded, we now focus on making the Pediatric Palliative Care Center a reality.



People connect people to people

And people are your business

I'm your resource for images and writing that connect people to people

**For branding, image development, fundraising, engagement and sales.**