



**Andrews**

# **Working with Andrews** Nonprofit Capabilities

Let us focus on the details, so you can focus on your cause.

**Andrews**

# Welcome to Andrews.

Since 1985, Andrews has established itself as trusted design, print, mail and postal experts for a wide range of nonprofits.

We are committed to continuously finding new and innovative ways to ensure our client's messages get delivered directly into the hands of their audience efficiently, cost-effectively, and with impact.



# Andrews Snapshot

Founded in 1985

Located in Enfield, CT

Certified  
woman-owned  
business





## **Nonprofit:** The Andrews Approach

With more and more nonprofits competing for limited dollars, it's critical to ensure your mission is being communicated clearly effectively, and efficiently.

With our expertise, we can get your message into the hands of the donors that will make a direct impact on your fundraising goals.



Andrews



## **Nonprofit:** The Andrews Approach

Whether it's helping define and target your specific audience with data analytics, or designing, printing, mailing and tracking your campaign's success, let Andrews focus on the details – so you can focus on your cause.



Wh   
We Work With



- AMHERST COLLEGE
- ARMENIAN ASSEMBLY
- BAY PATH UNIVERSITY
- BIG BROTHERS BIG SISTERS
- BOYS & GIRLS CLUB
- CONNECTICUT FARM BUREAU
- COOLEY DICKINSON HOSPITAL
- ENFIELD FOOD SHELF
- FOODSHARE
- HAROLD GRINSPOON FOUNDATION
- HARTSPRINGS
- HELPING HARVEST
- MOUNT HOLYOKE COLLEGE
- PARTNERS IN MISSION
- PLANNED PARENTHOOD
- PROTECTORS OF ANIMALS
- SMITH COLLEGE
- SPRINGFIELD MUSEUMS
- SQUARE ONE
- UNIVERSITY OF MASSACHUSETTS
- WAY FINDERS
- VILLAGES FOR FAMILY & CHILDREN





# Andrews Nonprofit Services

- Strategic Campaign Planning
- Creative Services
- Direct Mail
- Print
- Data Management & Analytics
- Fulfillment



STRATEGIC CAMPAIGN PLANNING



CREATIVE SERVICES



DIRECT MAIL



PRINT



DATA MANAGEMENT



FULFILLMENT



# **STRATEGIC** CAMPAIGN PLANNING



## **Strategic Campaign Planning:** The Andrews Approach

Andrews leverages its years of experience working with nonprofits to develop strategic campaign plans that drive results and foster sustainability.

We begin by thoroughly understanding the organization's mission, target audience, and objectives and utilize those insights to craft campaign strategies and tactics that maximize impact and engagement.





# CREATIVE SERVICES





## **Creative Services:** The Andrews Approach

Andrews' in-house creative team will work with you to develop projects such as direct mail campaigns, fundraising appeals, donor impact reports, newsletters, annual reports, and much more.



# Campaign Development: Town of Stratford



**Our best shot to beat covid is YOU.**

Keep your loved ones safe.  
Keep Stratford COVID-free.  
Stay Stratford Strong.

Get all the Vaccine Facts: [ct.gov/covidvaccine](http://ct.gov/covidvaccine)

Sponsored by the Stratford Health Department

Bus Advertisement



**The COVID-19 vaccine is the best way to keep yourself, your family and your community safe.**

In communities where vaccination rates are high, infection rates are low. There's a lot of information about COVID-19 and the vaccine, and it can be overwhelming.

We can help clear things up!

If you or someone you know still has questions about whether you should get vaccinated or not, where to go to get your vaccine, and even how to get there, we have answers.

For more information, contact the Stratford Health Department.  
Call: 203.585.4090  
Email: [health@townofstratford.com](mailto:health@townofstratford.com)  
Visit: [ct.gov/covidvaccine](http://ct.gov/covidvaccine)

Stratford Health Department  
488 Birdseye Street  
Stratford, CT 06895

WASH 010  
U.S. POSTAGE  
PAID  
MIDDLETOWN, CT  
PERMIT NO. 100

Post Card



**Keep your loved ones safe.  
Keep Stratford COVID-Free.**

Get all the Vaccine Facts: [ct.gov/covidvaccine](http://ct.gov/covidvaccine)

Billboard



**Our best shot to beat covid is YOU.**

Keep your loved ones safe.  
Keep Stratford COVID-free.  
Stay Stratford Strong.

Get all the Vaccine Facts: [ct.gov/covidvaccine](http://ct.gov/covidvaccine)

Sponsored by the Stratford Health Department

# Campaign Development: Real Talk Vernon



# Creative Services: Appeals

(((WHAT IF?)))

“What if the world was full of peace and kindness? What if the world was a place of love and forgiveness? What if?”

- ASSIA G, AGE 11  
Jesse Draper Boys & Girls Club

GREAT FUTURES START WITH:

Ending Racism | Speaking Out | Stopping Police Brutality | Fighting For Equity

**SPEAK UP**



Giving  
**VOICE**

August 2020

Dear «First Name»,

What is it like to be a child of color growing up in this world? The kids who turn to the Boys and Girls Clubs of Metro Atlanta (BGCMA) face injustice and fear that marks every corner of their lives and their communities.

Today, we're all trying to find our voices and rise above the anger and hopelessness. BGCMA kids yearn to express themselves and be heard, too. They want to move beyond the vitriol, be part of the movement for justice, and work to make a better world.

It starts with giving kids a voice.

BGCMA has always been an outlet for kids to make sense of the systemic racism they see and experience all around them. Our mission is to help them elevate their voices by giving them a platform to express the impact of injustice on their lives, and help them discover ways to put their words into action.

Daymion Moore, Youth of the Year from the A.R. "Gus" Barksdale Boys & Girls Club found his voice, expressing so eloquently his experience as a young, black man:

“ Words have power. One word, *'statistic'*, is often used to describe me and other groups of young people in a negative way. I want the youth of today to rebrand this word, and thanks to the Boys & Girls Clubs, I am a statistic. I am a young black male who is not in jail. I am college bound. I do not use drugs or smoke. As I graduated this year, I am a secure, confident young man.”



It's hard times for us black men.



We're either in the ground or somewhere in the pen.

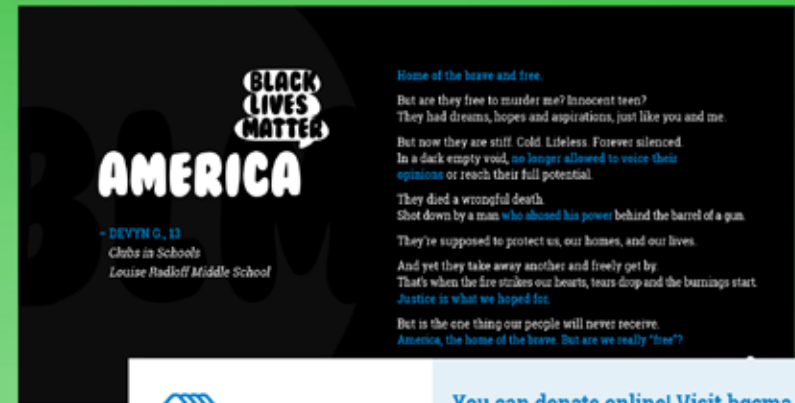
The system's here to keep us down.

It's time to rise up.

We have a voice now.

- FREEDOM C., 15  
Waxen Boys & Girls Club

1275 Peachtree Street NE, Suite 500, Atlanta, GA 30309 • 404-527-7100 • [www.bgcma.org/donate](http://www.bgcma.org/donate)



Donor Since: «XXXX»  
«FirstName» «LastName»  
«Address»  
«Address2»  
«City», «STATE» «ZIP»

You can donate online! Visit [bgcma.org/donate](http://bgcma.org/donate)

YES, I want to be part of the solution by giving voice to our kids.

**ENDING RACISM**

Please accept my gift of \$ \_\_\_\_\_

Send your local Club \_\_\_\_\_

Designate your gift to a specific County, Club, or to Camp Kiwanis (optional)

Make checks payable to: Boys & Girls Clubs of Metro Atlanta.

Please charge my gift to: Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Email Address \_\_\_\_\_

«code» CNY06008

BGCMA encourages our kids to:  
**Speak up** and take action against racism.

Here are a couple of Conversation Starters to help the children in your life think about ways to talk about racism.

1. Think of a time when someone made you feel different or out of place. How did you react?
2. What are three of your unique qualities that you are grateful for?

**NOT SURE HOW TO BEGIN?**

Visit [www.bgcma.org/10tips/](http://www.bgcma.org/10tips/) prior to starting the conversation for 10 Tips in

# Creative Services: Appeals



## On a Mission

Our Lady of Perpetual Help, Mission Grammar School is an urban, college prep Catholic School dedicated to reaching individual excellence in a faith-based community rooted in Gospel values.

The strength of a school is in its community. Families, administration, faculty, staff, and scholars work in partnership to accomplish and strengthen academic and social success.



### One for the books

In a year when students across the country and the world struggled to just keep up, our Mission Grammar School scholars excelled. How did they do so well when so many others struggled? The answer is simple: You.

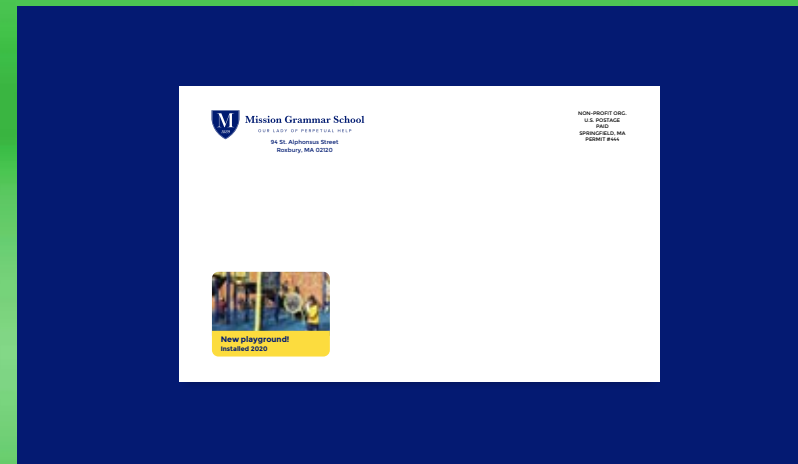
**Thank You!**  
Our supporters rallied around us and together we helped our scholars succeed.

### Kept our students and programs growing

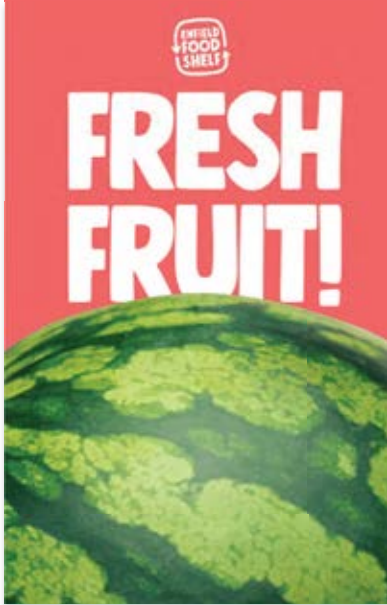
- \$700,000 in scholarships awarded
- 32% of our Early Childhood families made use of a state funded voucher
- One on one counseling
- 6 additional classrooms
- New playground
- Expansion of educational experience for an additional 100+ scholars across all grades – that's a 30% increase in enrollment

## Putting your support to work

With all of the challenges that the global pandemic posed, donor gifts this year had more of an impact than any other time in our history. You made it possible for us to provide a full range of services to our scholars and their families, and help them succeed in so many ways.



Creative Services:  
Branding



# Creative Services: Campaigns

**QUÉ PASA HOLYOKE.**  
*Explore Events*

EXPLOREHOLYOKE.COM



# Creative Services: Campaigns

seriousfun™  
children's network  
founded by paul newman

SeriousFun Children's Network, made up of 30 member camps and partner programs, provides life-changing camp experiences to children living with more than 50 serious illnesses and their families, totally free of charge. Since actor and philanthropist Paul Newman opened the first SeriousFun camp in 1988, the Network has delivered more than 1.1 MILLION experiences to children and families from more than 50 countries.

To learn more about SeriousFun, visit [www.seriousfunnetwork.org](http://www.seriousfunnetwork.org)

**MAKING THE IMPOSSIBLE POSSIBLE**

Kids who have sickle cell disease—who could go into crisis with extreme changes in temperature—are swimming, often for the first time, thanks to heated pools and specialized warming huts. With the help of specially developed saddles and ramps children who have had amputations are able to go horseback riding with care from medical volunteers. And so much more!

Last year alone, the Network was able to serve **13 NEW medical conditions**, including more complex and rare diagnoses. Each new diagnosis demands even more unique skills, imagination, and resources to make participating in these exciting activities a reality for campers. That's where you come in.

**This summer, help kids have some serious fun!**

Take a look at the enclosed card. You'll see the joy that comes from all the opportunities created...

seriousfun™  
children's network  
founded by paul newman

**MAKING THE IMPOSSIBLE POSSIBLE**

Dear «Salutation», June 20, 2019

When a child lives with a serious illness their day-to-day life can often be consumed by hospitals, treatments, doctor visits, medications, and medical equipment. Their world can seem restricted and focused only on what they can't do.

**At SeriousFun Children's Network, we help children and their families reach beyond illness and what seems impossible, to discover what is possible!**

Through our intentionally designed camps and programs and on-site medical support, children get to explore new ways to have fun while they develop a sense of independence, resilience and personal growth. Children who once felt restricted by their illness learn that the possibilities can be endless.

**Your support makes the impossible possible** for these campers. Your gift provides the resources that make awe-inspiring activities a reality for children living with serious illnesses.

**"High Ropes is especially fun, that's where dreams become reality, because every child is able to climb there. It's a place of possibilities!"**  
— SeriousFun Camper

The ingenuity and careful preparations that go into each SeriousFun camp and program **allow kids to participate in activities they once thought were out of reach!** Children living with hemophilia are able to scale walls because of specially adapted harnesses that protect from bruising.

**"Camp showed me and my doctors and my mom that the answer shouldn't be "No," it should be, "How?"** — Camper

At SeriousFun camps children can feel unencumbered by their illnesses—a place where **"I can't" becomes "I can!"**

As the leading organization of medical specialty camps around the world, SeriousFun programs and facilities are skillfully adapted to be inclusive and accessible, taking into consideration the medical conditions and needs of all campers.

The ingenuity, careful preparations, and oversight that go into our programming makes it **possible for kids to participate in activities they once thought were impossible.**

Children living with hemophilia are **climbing walls...**

Campers with sickle cell are **swimming for the first time...**

And kids living with cancer are **outside canoeing and fishing!**

**Your generosity** allows these life-changing experiences to remain always free of charge for our campers and their families.

seriousfun™  
children's network

I want to help make the impossible possible!

«Address»  
«Company»  
«Address\_Line\_1»  
«Address\_Line\_2»  
«City» «ST» «ZIP+4»  
«Country» «ID»

**Please accept my one-time gift of:**

\$50 - can provide fishing equipment  
 \$100 - can create modified bows for archery  
 \$250 - can supply adaptive climbing gear  
 \$500 - can allow for a pool-friendly wheelchair  
 \$1,000 - can provide canoes, oars, and life-jackets  
 \$2,500 - can send a child to a session of camp!  
 Other amount \$ \_\_\_\_\_

I would like to be a Camp Champ with a monthly gift of:  
 \$5  \$10  \$25  \$50  \$100

My check is enclosed, made payable to: SeriousFun Children's Network

**Please charge my credit card:**  
 Visa  MasterCard  AmEx  Discover

CARD NUMBER \_\_\_\_\_ EXP \_\_\_\_\_  
EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

My employer will match this gift.  
 I have included/would consider including SeriousFun Children's Network in my estate plans.

Donate online.  
Visit [www.seriousfunnetwork.org/possible](http://www.seriousfunnetwork.org/possible)

**MAKING THE IMPOSSIBLE POSSIBLE**

# Creative Services: Reports + Newsletters



**COOLEY DICKINSON VNA & HOSPICE**  
MASSACHUSETTS GENERAL HOSPITAL AFFILIATE

Winter 2023

## House Call

### Moving Forward

It was with great pride and excitement that I became the Executive Director of Cooley Dickinson VNA & Hospice in August 2015. Over the past 7 and a half years, I have been honored to lead an extraordinary team of skilled and compassionate caregivers dedicated to caring for you and your loved ones.

So it is with bittersweet emotions that I announce a transition: as of January 2023, I stepped into the full-time role of Director, Care Continuum at Cooley Dickinson Hospital.

Jennifer Crain, RN, BSN, MBA, has taken the reins to lead the VNA & Hospice as their new Administrative Director.

Jenn has been an invaluable member of the VNA & Hospice leadership team for years. Her strengths as a leader have been evident through the remarkable improvements in clinical outcomes and patient experience, stabilization of our workforce, and the growth of our hospice program. I have witnessed firsthand how deeply Jenn cares for our patients and staff. I know her commitment to you will be evident every day as she guides the VNA & Hospice through its next chapter.

It has been my immense privilege to serve you during my 13 years at the VNA & Hospice. As I read through this newsletter, I am once again in awe of the generosity of our community and the

trust you have placed in us to care for you in your homes. Thank you. You inspire us, and you make our work possible. I am confident that the VNA & Hospice will continue to provide exceptional, compassionate care, supported by and in service to you, our amazing community.

Very truly yours,  
*Priscilla M. Ross*  
**Priscilla M. Ross, RN**

### Save the Date

**CELEBRATING 25 YEARS OF THE GARDEN**

**June 9, 2023**  
5 PM - 7 PM  
Northampton Center for the Arts  
33 Hawley St., Northampton

Save the date for a celebration of **The Garden: A Center for Grieving Children and Teens'** 25 years of service to our community!

### House Call

#### Over the Top

You can hear the bells in *Grieving Children & Teens'*

### Raising Awareness for The Garden: A Center for Grieving Children & Teens

Tara Brewster, VP of Business Development at Goodwill Spring Bank, knows too well the deep sorrow that accompanies losing a loved one. When she was a center in high school, her mother passed away after a hard fight with cancer.

"When I lost my mom, it was like The Garden didn't exist for me and my siblings," explains Tara. "Early grief services can make you feel understood and supported from your life. You need to have someone you can talk to, someone you can get through this. The Garden helps grieving kids re-visit their story so they don't grow up lost at sea. I'm glad to support this program one way or another."

Tara's support includes recently featuring *The Garden's* Coordinator, **Shady Belle Lewis, in the Western Mass. Business Show on WDEV.**

### Meet the VNA & Hospice Team: Hospice Case Manager Regina Rumpalik, RN

Even on her family's cruise vacation, Regina can be found holding a pen over a clipboard. She came to working "on the floor" in the discharge unit after working 9 years in the Air Force and making her way for medicine while working at an animal hospital.

"When I was at the animal hospital, I found that I had a real compassion for and of life," Regina shares. "I just remember when I was a kid and my mother when I was 26, so I know the pain of losing someone and can do with others experiencing loss. It was a relief because I wanted to help someone who was lost. Working in hospice, I want to help people that even with great pain, they can have a great life that is fulfilling and full of happiness."

Regina joined the VNA & Hospice team five years ago, shortly after moving to the area. "I haven't found it to work for Cooley Dickinson. I really believe our hospice team is in the top 1% in the world. Everyone is so compassionate. We've learned to give the littlest we need, and we're always here to help each other out."

**And a fun fact?**  
"My best friend once I was in college to say that I look like a nurse. I just didn't know that it was my New Year's resolution to stop laughing Regina."

**wayfinders**

FY2018 ANNUAL REPORT



Springfield Day Nursery, has its mission of ensuring every child has the opportunity to succeed at school by providing educational services, health and dental care, and a voice in the community.

Working on behalf of our community, we are offering research-based, evidence-based, needed services such as mental health, safety, holistic care. We have been successful in bringing change that results in promising futures for our communities.

17 Main Street was the aftermath of the financial hardship that led to the building. The community, without access to safe, affordable housing, early learning and care, Square One was left with enormous debt, forcing the agency to shrink its services and shutter other locations, as they worked to recover from the loss.

Going back to Square One



## Coming Home

Today, we have the opportunity to **rebuild and restore** our place in the community, expanding our reach and positively impacting the lives of even more children and families in our region.

We envision a safe and healthy place for young children to learn, and a warm and welcoming space for parents and caregivers to receive support, education and resources. We believe this project clearly reflects the investment needed in a community that is striving to recover and thrive.

- Within this new structure, we will operate:**
- ✓ Four early learning classrooms
  - ✓ Dedicated outdoor play space
  - ✓ Workforce development programming for youth and families
  - ✓ Trauma-sensitive therapeutic intervention
  - ✓ Support services for children faced with social emotional challenges
  - ✓ Family support services designed to reduce child abuse and neglect and strengthen parenting

*This Is Where It Starts*

With early support from the City of Springfield and the Commonwealth of Massachusetts, **Square One** has reacquired the land of our original location and is looking to build a 26,000 sq. ft. child and family center.

**Square One Announces Plans for New Building**

Agency to rebuild on Springfield site devastated by 2011 tornado.

[ HOMEOWNERSHIP & FINANCIAL EDUCATION ]

# \$32M

TOTAL HOMEBUYER INVESTMENT

Provided Pre-Purchase and Financial counseling to **674** prospective homebuyers

# 207

FINANCIAL EDUCATION GRADUATES

# 635

FIRST-TIME HOMEBUYER GRADUATES

Assisted **192** First-Time Homebuyer graduates in purchasing homes in the region

# 59

ASSISTED 59 HOUSEHOLDS FACING FORECLOSURE

WAY FINDERS ANNUAL REPORT FY2018 | PG9



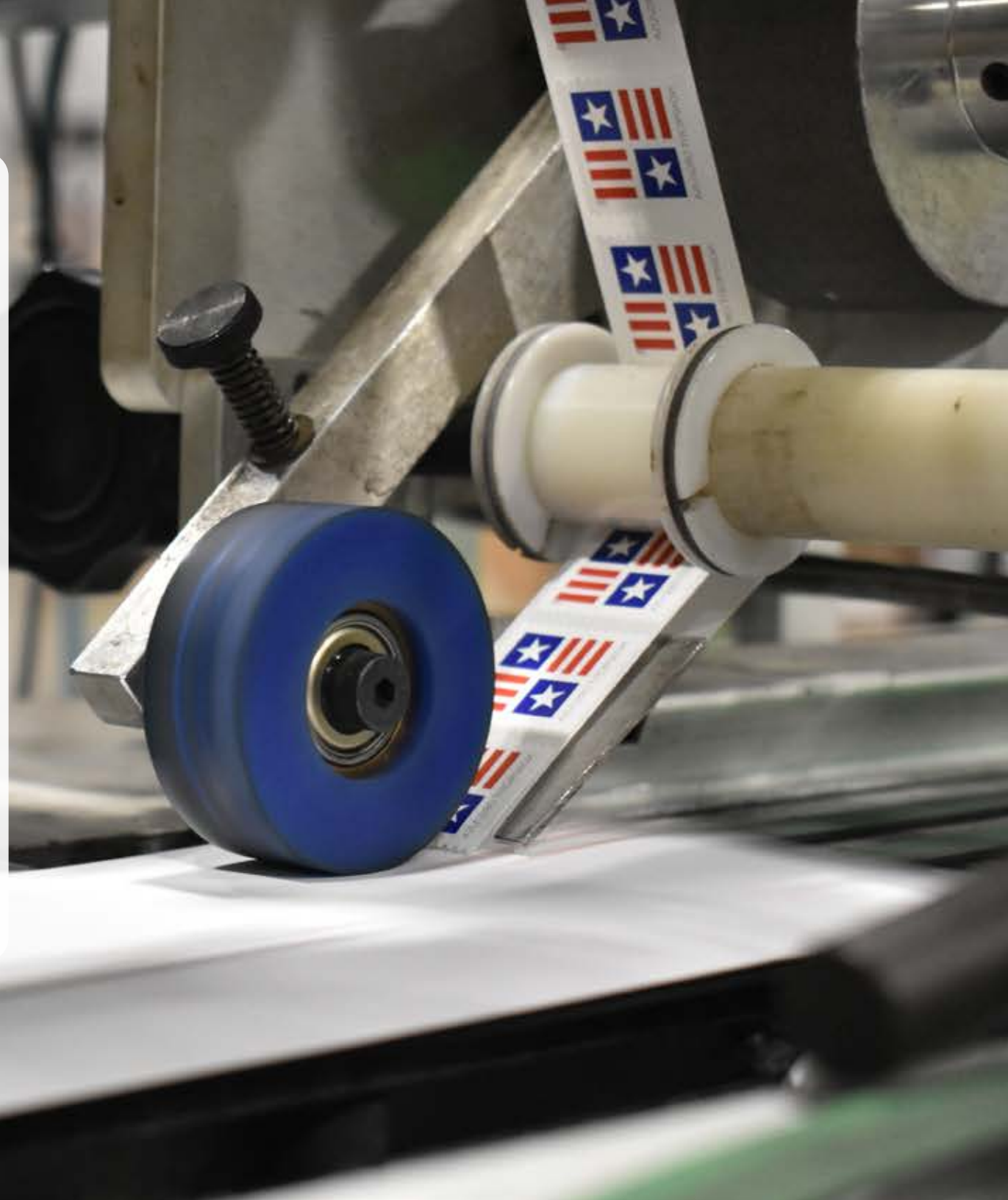
**DIRECT MAIL**



## Direct Mail:

Andrews Direct Mail experts work with you to develop the best strategies and execution, ensuring your message ends up in front of the right audience—on time and on budget:

- [Postage Optimization](#)
- [Variable Printing](#)
- [Bindery & Lettershop Services](#)





**PRINT**

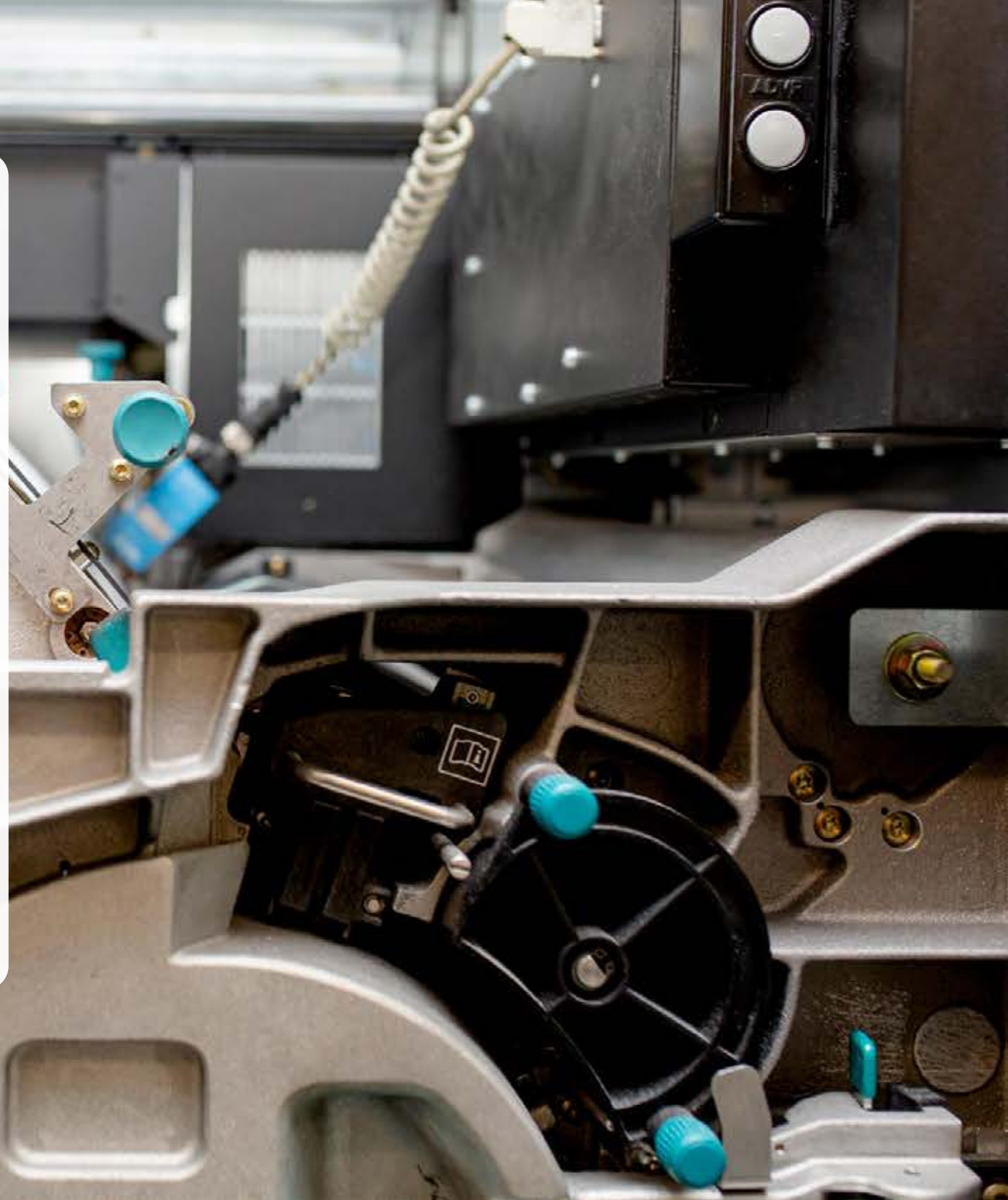
Andrews



## Print:

Andrews accommodates a large range of production specifications—from continuous-form printing to sheet-fed systems—to meet the demands of your project and with consideration to your budget:

- Full-Color Digital Printing
- Variable Printing
- High Volume Printing  
(up to 60,000 images per hour)





# **DATA** MANAGEMENT

Andrews



## Data Management:

Andrews utilizes data to provide valuable insights that shape strategies and drive results:

- List Acquisition & Maintenance
- Precision Targeting
- Variable Data Printing
- Predictive Analytics
- Testing & Optimization
- ROI Measuring & Tracking





**FULFILLMENT**



## Fulfillment:

Andrews' fulfillment services offer the flexibility to store your materials or products securely, while enabling your stakeholders the ability to order online or utilize print-on-demand services:

- Print On Demand Capabilities
- Store, Ship & Track
- Hand Assembly Services



# Andrews

6 Pearson Way, Enfield CT 06082

860.253.0000 | [andrewdm.com](http://andrewdm.com)