



Community Launch Guide





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A Bridge Builder's Guide to Kindness

A smile. A helping hand. A thoughtful gesture. There is a momentum to kindness! Once set in motion, it passes from person-to-person and from community-to-community; bridging the gap between those in need and those who can help fill those needs.

As an official **neighborhood bridges** community, you are a **Bridge Builder**—the catalyst for kindness in your community. As you take the first steps toward building the bridges that bring your community together, this document contains the blueprints to help you succeed.

OUR MISSION

To bridge communities with schools in providing basic needs, removing barriers, and seeking equity for students so they can engage and succeed in school and life.

How we accomplish our mission

It's simple. We believe in people. We believe that, when presented with opportunities for kindness, our communities will come together. We support these acts of kindness across our bridge, advocate for one another, identify needs, and offer support and donations to help fill those needs.

About neighborhood bridges

Launched on Martin Luther King Day – January 16, 2017 – neighborhood bridges is a 501(c)(3) charitable organization that bridges entire communities, organizations, and resource providers to drive impact and kindness to our most at-risk students and families. The creation of Rick Bannister, a longtime school and community leader in Westerville, Ohio, neighborhood bridges partners with school counselors, social workers, mental health specialists to identify and serve those in need.

About Our Founder & CEO, Rick Bannister



Rick Bannister founded neighborhood bridges and launched the 501(c)(3) organization on Martin Luther King Day, January 16, 2017. Since inception, neighborhood bridges has grown to serve 50 communities in Ohio, Alabama, and Mississippi. The charity has directly impacted more than 420,000 students and families.



Rick is a 48 year resident of Westerville. He and his wife Diane began dating while seniors at Westerville South High School and continued dating throughout their years at Ohio State. They have four daughters, three of whom are now college graduates, and their “gift,” Riley, is a sophomore Musical Theatre Performance Major at Western Michigan University. Rick and Diane enjoy 5 grandchildren; Theodore, Opal, Charlie, Arthur, and Arlo.

Rick has a track record of service that spans three decades. Since 1993, he has served on numerous boards in Westerville, including two terms on the Westerville Schools Board of Education where he chaired school levy campaigns and coordinated 15 other campaigns.

The impact of Rick’s work has resulted in many honors over the years, Including:

- 2012: Inducted into the Westerville South Alumni Hall of Fame and the Westerville Board of Education created a Community Service Award in Rick’s name.
- 2016: Honored as the Westerville Sunrise Rotary Community Service Award winner.
- 2018: Inducted into the Westerville South Athletic Hall of Fame, becoming the only person from Westerville to be in the Student, Alumni, and Athletic Halls of Fame.
- 2019: Named a “Friend of Education” by the Ohio School Boards Association, and recognized by the Columbus Dispatch as one of Central Ohio’s 2019 Everyday Heroes.
- 2020: Honored by the City of Westerville as the “12th Champion of Westerville.” A Champions plaque for Rick was hung at the entrance to Wildcat Stadium.

For 20 years, Rick has brought his passion for announcing to sporting events throughout Central Ohio. As a volunteer Public Address Announcer, he has announced more than 1,400 athletic and special events in Westerville, for the Ohio High School Athletic Association, for Otterbein University, and for the Ohio State Buckeyes.

Prior to founding neighborhood bridges, Rick served as the Chief Operating Officer for the Ohio State Bar Association for 17 years.



Why neighborhood bridges is lower case

The logo of **neighborhood bridges** is intentionally all lowercase as an expression of humility in our services to our neighbors.

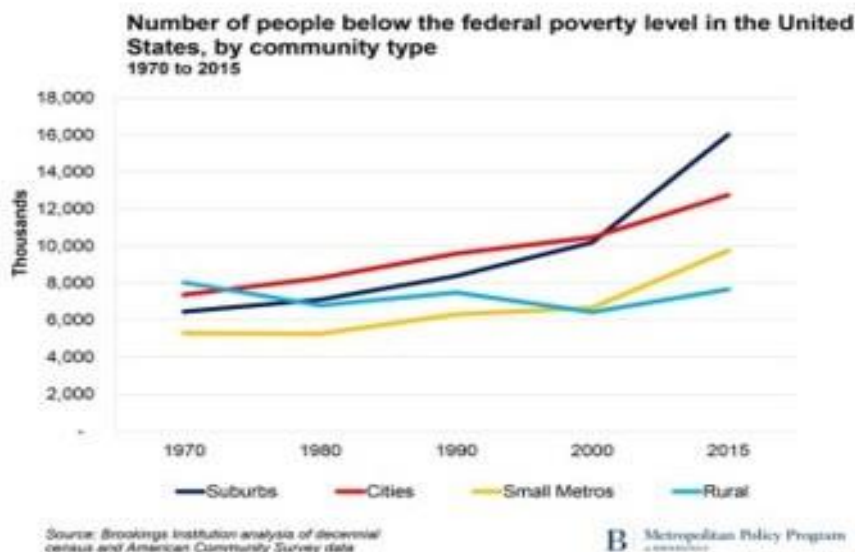
We understand that the only way to achieve meaningful impact is through the partnership and engagement of others. Truly bridging resources involves the entire village.

Meanwhile, our passion and pursuit of our mission is often in ALL CAPS!



The Brookings Institute Study

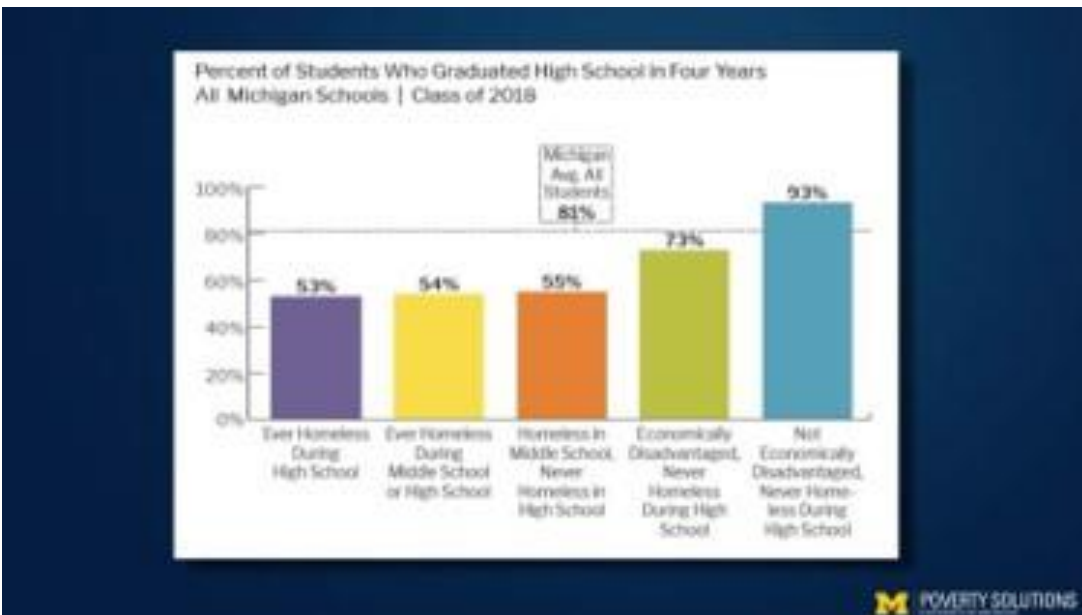
The Brookings Institute gave testimony to Congress showing runaway growth in poverty in suburban America since 2000. There are now more children and families living in poverty in suburban America than anywhere else.



Neighborhood bridges understands this phenomenon and engages entire communities in driving specific solutions to lift-up our students and get them in the classroom.

Recently, the University of Michigan studied all students statewide and found that the graduation rate of students who did not experience economic hardship or homelessness was 93%. The graduation rate drops 20% for students facing economic disadvantage...and another 20% drop for students who also experience homelessness.

These are the students we serve everyday!



We simply want all children to attend school.

Our methods have proven to be highly successful. Since 2017, we have grown to serve more than 50 communities in Ohio, Alabama, and Mississippi. Collectively, we have driven impact to more than 412,000 students and families in need. In 2023, our average daily reach was about 263 students in need per day.



IMPACT IN 2023



22,000

students received clothing assistance (shoes, coats, pants, shirts, socks, undergarments, and more).



3,500

students/family members received furniture donations (beds, sofas, kitchen tables, washers & dryers, and more).



42,000

students received essential personal care items (soap, shampoo, deodorant, toothpaste, and more).



9,000

students received backpacks and/or school supplies.



6,000

students/family members received food assistance and/or snacks during the school day



7,200

students/family members are receiving financial assistance (rent, utilities, school/activity fees, and more).



8,600

students received gifts, gift cards and/or gas cards to help them meet basic needs when school is out and during the holidays.



100

students received and eye exam and glasses

8 VEHICLES

were directly donated to single mothers and families.

How exactly does neighborhood bridges work?

Neighborhood bridges deploys technology and social media strategies to unite communities, create campaigns for kindness, and bring out the best in people. Our website facilitates a simple and easy-to-use process to identify, publish, and then fill needs.

Through the reach of social media, we engage community members, families, schools, businesses, churches, and service organizations to:

1. Identify specific needs in the community
2. Allow community members to help fill those needs

Is there a cost to neighborhood bridges?

Neighborhood bridges assigns part of its 5% overhead expenses to communities, but there is no direct charge to a school district or community for our work. In our communities, these costs are covered through local, metro, state and national sponsorships and/or grants. For smaller communities that drive less than \$50,000 a year in impact, neighborhood bridges assigns \$1,000 per year for administrative expenses. For communities that drive more than \$50,000 a year in impact, \$2,000 per year is assigned.

As a 501(c)(3) charity, neighborhood bridges boasts an average administrative expense percentage at 5% or under. This puts our charity among the most elite of charities across the nation in terms of our ability to put 95% or more of all revenue raised to support our mission and remove barriers to learning. Neighborhood bridges posts its actual IRS form 990 directly to our website at <https://www.neighborhoodbridges.org> for all to see.

We invite anyone to research our efforts via nationally acclaimed charity navigator - GuideStar. Google us to check out our reviews!





Additional ways neighborhood bridges will help you drive impact

Neighborhood bridges works with a dedicated communications team to provide all neighborhood bridges communities with:

- Monthly social media calendars with 2-3 posts per week (made by our umbrella organization) to help keep your community followers engaged and to reach more community members.
- Graphic design and professional writing to assist each neighborhood bridges community in driving specific solutions, launching community-specific campaigns, etc.
- Media outreach and press release work.

Grant Writing Assistance

Neighborhood bridges has retained the services of professional and experienced grant writers who assist our communities in obtaining grant funds to support our mission. Grant writing is complex and we offer this work to help our communities drive more impact.

Business Development Assistance

Neighborhood bridges has professional fundraisers who work with our communities in helping to secure Kindness Council Members, and Metro and State Sponsors. Kindness Council Memberships are monies that remain local to help drive impact and solutions. Metro and State Sponsorships are used to support multiple neighborhood bridges communities within specific areas.

All of these resources are provided so that our local Area Directors are fully supported, and they can focus 100% of their time and energy on driving impact and lifting up our students in need.



BUILDING THE FOUNDATION



Building the Foundation



Appointing a Steering Committee

Think BIG! Not BIG in terms of the size of committee, but BIG in terms of identifying key stakeholders in your community who can help you:

1. Promote the launch and existence of neighborhood bridges
2. Identify large donors and assist with fundraising
3. Decide specific ways neighborhood bridges can assist others in your community. **This really means, what are you willing to post on the bridge?**

Your Steering Committee should be between 8-10 key stakeholders who are respected members of the community—volunteer leaders from your largest service organizations, the business community (chamber), churches/clergy, school leaders, police, fire, service organizations, and city leaders. Be strategic in organizing your Steering Committee to extend your reach to the various star points within your community.

A Steering Committee is a sounding board for ideas and for supporting neighborhood bridges in your community. It is NOT a formal board of directors as the neighborhood bridges program will be administered through our governing organization.

We suggest Steering Committees meet for an one hour meeting three times per year to review progress and learn of ways to drive impact.



Who will serve as Area Director?

Every community is unique and is comprised of key stakeholders based on the needs and historic composition of the community. As a community of neighborhood bridges, perhaps the most important decision you need to make is who will oversee the program.

Look for a person or persons with a combination of experience in the community, a track record of volunteerism, an ability to understand and use technology/social media, and someone who understands who the key stakeholders are in the community. The Steering Committee will provide a natural and efficient way of identifying key stakeholders and ultimately who will serve as Area Director.

Neighborhood bridges recommends that the Area Director position be a volunteer position. We estimate between 10-12 hours per week will be needed to support neighborhood bridges in your community. This number can go up or down based on how large you envision and grow the program. Key appointments to the Steering Committee should also be able to provide and/or identify additional resources to support neighborhood bridges in your community.

NOTE: We have found tremendous success in having TWO (2) volunteers share the duties of the Area Director position!

Identifying/Selecting Donation Centers

You will want to identify one or two donation centers for your neighborhood bridges community. In nearly all of our nb communities, we solicit the support of fire stations as donation centers. Fire Stations are safe, secure, and available 24/7. Other possible donation sites might include:

- School district central office(s)
- Community centers or YMCA's
- Active businesses who are centrally located and want to get in on the fun!

NOTE: We do not inventory items. Frequently, donors will offer items, but we resist this approach as it would require costs to secure space and manpower to inventory.

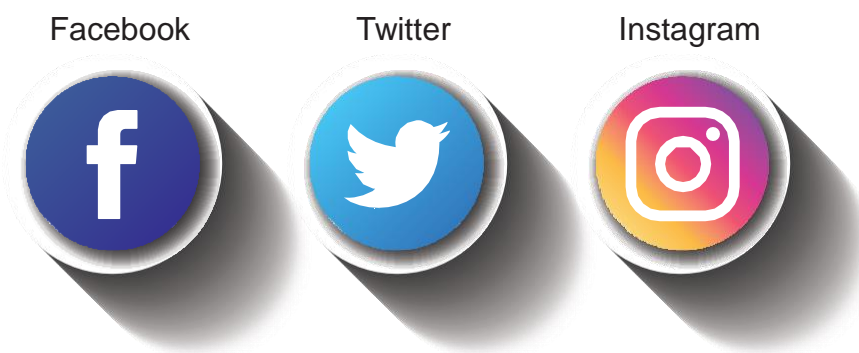
Instead – invite all community member to follow along and fill needs whenever possible.

There are other terrific organizations who inventory items to serve the community ... so bridge donations to them!



Establishing a Social Media Presence

As a neighborhood bridges community, you will be provided with a unique website address (URL), and a website that provides a turnkey solution to managing neighborhood bridges in your community. In addition, neighborhood bridges will create social media pages that will integrate with your nb webpage, including:



We will ask you to provide neighborhood bridges with 6-8 photos from the local school district community for us to include on your social media pages and to help us brand everything to your community.

Your Area Director(s) will be given administrator access to each social media channel so that you can share posted needs, pictures, stories, etc!

Social media is a great way to expand your reach and keep people engaged with neighborhood bridges. Photos and videos are a powerful way to show acts of kindness and generate good will. Social media channels also provide another avenue to communicate needs that are posted.

Identify a small group of key influencers who can help you expand your reach/ following on social media. **Tag others in the community as much as possible.** Feature organizations and businesses who are joining the bridge. These strategies will not only promote good will but will extend your reach exponentially.

Active usage of social media is really key to keeping your community engaged and to continue growing subscribers/followers, etc. This element to our Campaign For Kindness is very important and vital to continued success and growth.

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Using Gmail for Your Contact Address



Neighborhood bridges will provide you with branded e-mail addresses from our G-Suite account.

Organization e-mail provided:
"community name"@neighborhoodbridges.org

Area Director(s) e-mail provided:
"firstname-"communityname"@neighborhoodbridges.org

The organization e-mail will be published on your webpage and will be used to notify you when:

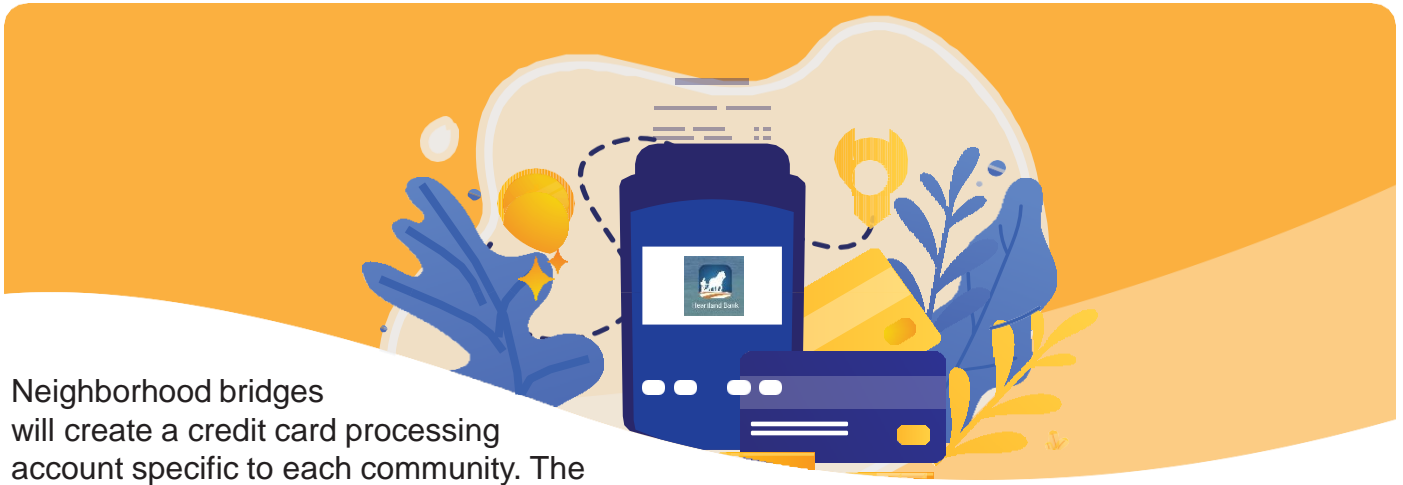
- Needs are posted
- Donations are made
- Needs are closed

NOTE: All assigned Area Directors will be copied on all notifications to their branded e-mail account as well. You may also include a few additional key contacts in your organization, who can be assigned to the "group" in GSuite and will receive notifications to their own e-mail addresses.

This is an outstanding way to manage communications and share with your team who are administering the program.

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Opening a Credit Card Processing Account



Neighborhood bridges will create a credit card processing account specific to each community. The account will be used to allow for online donations and will be threaded directly to a checking account that will be created for each community. Donors will have a convenient way to make monetary donations and will receive confirmation of each transaction. Area Directors will also be copied on notifications when monetary donations are made.

Your credit card processing account will be threaded to the website provided so that convenient links are an automatic part of your daily presentation. Your site will have a DONATE button on the page and the url address you provide will also be included in e-mail follow ups to donors who pledge a cash donation!

All donations made will be automatically swept into your community nb checking account at midnight every evening.



neighborhood bridges Checking Account

Neighborhood bridges will set up a checking account with Heartland Bank that will thread to your donation link. You will need this account to have the ability to write checks to help fill needs, withdrawal cash, etc. This will also give you the ability to track income and expenses directly generated by your neighborhood bridges program.

Each community will name signers to the checking account (likely Area Directors) and neighborhood bridges will also have access to each account to provide supervision, receipting, and accounting of all donations made.

As soon as Area Directors are identified, nb will work with each community to open up a bank account with Heartland Bank. This account will give Area Directors the ability to access the account via a mobile banking app and online access.

Area Directors can download the Heartland Bank mobile app to check balances, transfer funds, and make mobile deposits.



Community LAUNCH CHECKLIST

Who are the members of your steering committee?

Name • Organization • Email • Phone

Who will be the volunteer Area Director(s)

Name • Email • Phone

**Who will serve as advocates?
Counselors, First Responders etc.**

Name • Email • Phone

What zip codes will be used in setting up the community to be served?

**Donation Drop Off Locations?
Fire Stations Etc.**

Name • Email • Phone

Who will be signers on the nb checking account?

Name • Email • Phone

What existing social media can we friend/link to?

Facebook • Instagram • Twitter

**Training Date & Participants?
Less than 90 minutes via Zoom**

Name • Email • Phone

THE POWER OF PEOPLE



The Power of People

A “subscriber” is someone who registers with your website and receives emails when needs are posted. You can call them members or whatever you think is best.

NOTE: There is no cost to subscribe or “Join the Bridge.” It is simply an important touch point and engagement model.

Neighborhood bridges is all about scale. The more families, residents, businesses, churches and service organizations that you have enrolled or engaged in neighborhood bridges, the more capacity for kindness that you create.

With neighborhood bridges, seeing is believing. Once you have community members engaged, you will find them actively tracking needs, reading emails, clicking on posts, etc. The engagement level is truly incredible. Here are statistics from a sample month across all of our communities:



NOTE:

You will have complete access to your subscribers through your website dashboard. This will be handy as you measure your growth and to also have the ability to send out branded e-mails to subscribers.



Outreach Plan

Neighborhood bridges helps put together a 90-day plan around your launch date. This will help you align resources and messages to help you accomplish your goals for growth and engagement.



1. Set goals:

How many people do you want as subscribers/members at the end of 1 month, 2 months and 3 months? How many social media followers do you want during this same time period? How quickly can you enlist advocates – who will provide the first acts of kindness by posting needs?



2. Identify key stakeholders:

PTA/PTO/booster leaders, Rotary, Lions, Kiwanis, school district leadership, education association, school board, city leaders (elected and hired), chamber executives and board, churches, service organizations, senior citizens.



3. Organize a calendar

Organize a calendar of events and solicit all key stakeholders to find a time to come and speak/meet with each organizations.

NOTE: The quickest way to launch is to get in front of teachers and school counselors. Show them the website, use our examples for the types of needs that neighborhood bridges can support.

As you build your outreach plan think about how to attract people to BOTH sides of the bridge.

Needs side (Advocates): Train teachers, counselors, administrators, clergy, PTA/PTO/booster groups, mental health agencies.

Donor side (Subscribers): Service organizations (Rotary, Lions, Kiwanis, etc.), chamber of commerce, businesses, churches, community residents, PTA/PTO/booster groups.

Neighborhood bridges will provide a sample press release for your community to be shared with all parents, steering committee members, media, etc.

Neighborhood bridges will provide a sample announcement for all parents, members, and PTAs.

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Training

Neighborhood bridges is designed as a turnkey solution, but seeing is believing!

Ask the teachers union or district counselors if you can meet with them and set up demonstrations. The website is intuitive, but you will need to give these advocates the “permission” they need to begin asking for help. Teachers and counselors are used to dealing with these needs themselves. You need to show them that help is on the way!

Set a goal to present to the teachers/counselors in EVERY school in the first 90 days. Get EVERYONE enrolled and show what is being supported.

Advocates

Advocates play a crucial role in how neighborhood bridges works. We need advocates to post needs so that we can then engage the community to help solve needs and bridge kindness. Posting needs is our “First Act of Kindness.”

Neighborhood bridges will provide advocate training through a 20-minute Zoom demonstration.

● **Step 1**

Encourage all school district personnel, clergy, mental health professionals to subscribe to neighborhood bridges. This will help them see and understand the kinds of needs that are being posted and will inspire them to come forward to advocate for other community members in need. Seeing truly is believing in our model.

● **Step 2**

Once you have subscribers, the Area Directors can INVITE key personnel in your schools, churches, and mental health agencies to become Advocates. You can use an easy invitation button in your Community Dashboard to send an e-mail invitation to prospective advocates.

● **Step 3**

Advocates receive an e-mail invitation and simply click on the button in the e-mail to set up a password.

NOTE: We require a password for Advocates so that we do NOT have to vet needs. Neighborhood bridges is about love, trust, speed, and efficiency!!!

● **Step 4**

Advocates can then “login” and post needs at any time.

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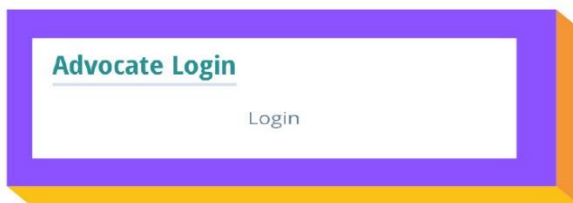
POSTING NEEDS





POSTING NEEDS IN 5 EASY STEPS

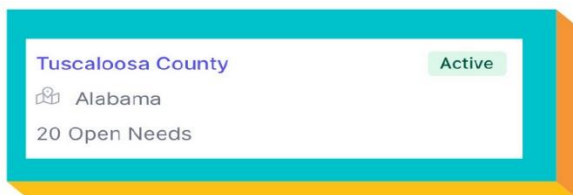
Once you have created a log in to neighborhoodbridges.org you are ready to post needs.



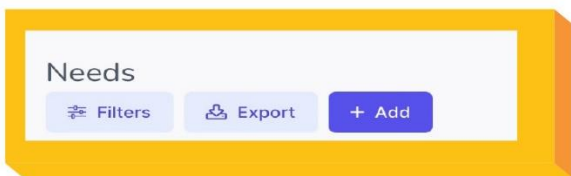
Go to neighborhoodbridges.org. Scroll to the bottom. Click on "Log in" or "Dashboard"



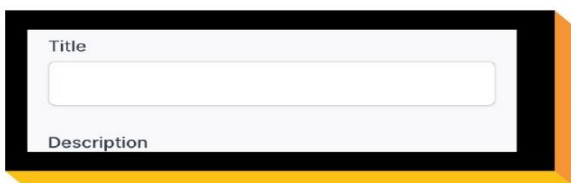
Click on "Communities"



Click on your Community



Click on "ADD" button in needs area.



Post the Need.
Details: Age, Sex, Size, Color
Contact Number
Number of People Impacted
Click "Add"

NOTE: Be sure no identifiable information is ever provided .

Delivering Kindness



Posting needs

Key community members are encouraged to advocate for others in the community by posting needs.

Neighborhood bridges will require that the advocate provide detailed contact information: Name, phone number and email are required (when they register on neighborhood bridges) from the advocate before a need is posted.

NOTE: You will need this information to contact the advocate with possible questions or more detail. You will also need this information to coordinate the donation back to the advocate.

NO IDENTIFIABLE INFORMATION shall be included about the recipient. No names or any information about the recipient may be included. If it is, you need to immediately strip-out that information from the request.

Reviewing requests

The neighborhood bridges website will provide an automated response to the advocate that their need has been received by you.

NOTE: neighborhood bridges is designed to provide support to students/families/residents in need. It is NOT designed to replicate existing services in the community nor is it designed to raise money for things that should be provided by the school district/community/etc.

If you have a concern about a request, trust your instincts. Check in with your steering committee if you want more input about a specific request.

Before you approve a need, get details. Sizes, sex of recipient, etc. Be specific.

Make sure you understand the need and have the necessary information to “paint the picture” when posting the need.



Good examples:

1. A 3rd grade girl from McVay Elementary needs an eye exam and glasses.
2. A male high school student is in need of tennis shoes, size 10.
3. A female adult needs a size 26” bike.

Needs may be posted 24/7 and you may approve as many as you see fit.

Once posts are approved – ONE e-mail notification will be sent to all subscribers at 10 a.m. (EST) following when a need is approved. All needs will appear in this one e-mail as neighborhood bridges will never send more than one e-mail a day to subscribers.

There is nothing you need to do once a post has been approved – the technology will send out the 10 a.m. (EST) notification automatically.

NOTE: If no NEW needs have been posted in the previous 24 hours...then no e-mail notification will be sent.

Once you approve a need – simply use the social media icons on the specific need that is displayed on the website to share the needs to your social medial channels. This is a powerful way to publish needs to a larger audience.

NOTE: Be sure to share these needs to the social media accounts that you manage for neighborhood bridges as your followers will get used to seeing them there.

NOTE: It is encouraged that the Area Directors share needs when posted by threading to social media pages. For example, a need can be shared on social media at 6pm in the evening...and possibly be filled...before an e-mail is sent out at 10am (EST) on the following day!

Also – encourage your subscribers to share the needs posted to their social media channels. It’s all about reach and scale!

When approving a need, Area Directors can choose the automated response to all donations. You will want to do this for about 95% of all needs posted. The automated response will go to all donors and direct them to your drop off locations or provide them with a link to donate funds.

You may opt for a customized message, typically for furniture donations, so that you can see what is being offered and select the items that are most needed. Neighborhood bridges will provide training on this easy to use feature in the Community Dashboard.



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Filling needs

The same data is required from people who respond to fill needs; name, phone number, and email.

Neighborhood bridges will provide an automated response to the donor that acknowledges that neighborhood bridges received the donation and will direct them to a central drop off location that you have established.

You may need to ask for more detail about what is being offered. For example, a community member may say, "I can donate a bike." That's great but you need to follow up to make sure the sizing, etc., lines-up with the request. You can do this easily through the provided technology, simply by clicking on the e-mail address of a specific donor on the Community Dashboard page

Bridge donation to advocate

Complete the transaction! This the most exciting part.

Let the advocate know that a donation has been made and the need has been filled. For donated items, you will then pick up the item(s) from your drop off centers and deliver the item to the advocate. The advocate takes the donations to the student or family in need. This, again, protects the privacy of who we are serving. A need has been met and kindness has been shared!

NOTE: Take pictures of donated items and/or donors to share via social media. Take pictures of advocates when you are delivering donated items. Show their smiles, and donors and subscribers will be very pleased to see that the need has been filled.

There is momentum to kindness!

There is great momentum to kindness so make sure you share the successes with everyone via social media. Doing so will attract more people and businesses to your bridge.

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Confirming Online donations

Neighborhood bridges will handle all the receipting and confirmation of online donations. Each community will be provided quarterly financial statements that will show what types of donations are made each month.

Confirm donors by check

Donors may opt to send you a check via the mail. You will need to publish a physical location to receive checks.

Area Directors must take a picture or scan of any check received BEFORE depositing into your nb account. We need this documentation to both record the transaction AND to receipt the donation.

We recommend you use the mobile app “Genius Scan” to snap a picture of each check and then e-mail the scan directly to:

Lyn@neighborhoodbridges.org

Area Directors can then deposit checks using your free online banking app provided by Heartland Bank.

Confirm donors of material items

Neighborhood bridges will provide you with a 2-part NCR form to have in your donation centers. We do NOT put a value on donated items but confirm receipt of specific items donated, date, and signature.



It is up to the donor to report the value. You will receive an ample supply of these forms for reporting purposes.

For self-reporting purposes, neighborhood bridges uses the valuation guide that is used and published by Goodwill to calculate the value of the gift. Please see: [https://www.goodwill.org/wp-content/uploads/2010/12/Donation - Valuation Guide.pdf](https://www.goodwill.org/wp-content/uploads/2010/12/Donation-Valuation-Guide.pdf)

NOTE: Before the end of each month, Area Directors shall scan receipts (using the genius scan app) and send to: contact@neighborhoodbridges.org



Thank you for your kindness!

This form is to certify that a donation was made to neighborhood bridges as follows:

_____ Estimated Value: _____

Donated by:

Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

Date Donation Received: _____ By: _____

neighborhood bridges is an approved 501(c)(3) charity. Fed Tax ID #/EIN: 81-2833176

neighborhood bridges - PO Box 2635, Westerville, Ohio 43086
614.390.1142 - contact@neighborhoodbridges.org - www.neighborhoodbridges.org

Community Dashboard

Neighborhood bridges will provide you with a branded website and this includes a Community Dashboard that is full of handy administrative and reporting tools, such as:

1 Needs posted / Pending Directors Review

This is where posted needs will reside until the Area Director(s) can review and approve. The posted needs are not viewable by the public.

2 Published needs

This is where all current published needs are listed. Area Director(s) can see donations made, donor information (in case you need to contact them), and dates.

You can make notes under each published need as well! This offers a handy management tool to Area Directors as you work to get each need filled.

3 Completed Needs

This is where you will have a list of all needs filled and you will have a record within each need of who donated, and what they donated. You can also export completed needs to excel.

4 Subscribers

Here you will have access to all current subscribers of your nb community. You can search for a specific e-mail or export subscriber lists to excel as well.

You can also see who has not yet confirmed their status as a subscriber. For these folks, we can assist you in running lists and sending them another e-mail confirmation.

5 Advocates

This is where you can see all of your advocates to neighborhood bridges...and also add advocates! Area Directors can search for a specific advocate or export a list to excel.

FULL SPEED AHEAD

Thanks for the drivers ed classes. It really means a lot to me.

Thank you Neighborhood Bridges

Dublin City School District

Dear person, thank you for the iPhone. Thank you so much it was so sweet of you. My name is [redacted]. I really like the phone, I really needed it. The phone is really pretty. I love it, you have a really sweet heart. I think you're really pretty. You are the best the etc.

Thank You So much!

thank you

The boys and I were over the moon this weekend. I was so thrilled and delighted to watch their little eyes light up as they unpacked all the items you coordinated for us to receive. Our living room looked like Christmas morning lol, we are so very fortunate to have you in our lives, and I know you'll always hold a special place in Student's heart. You helped us meet so many needs, I feel so incredibly fortunate. All the blankets, pillows, pillow cases, pants, shirts, sweatshirts, sweatpants, shoes, socks, coats, hats, toiletries (items for me too 😊) and the gift card! It came at just the perfect time. Please, pass along all our thanks to everyone!

for your kindness!

Thank you for all that you do for Robertsdale Elementary! We appreciate the support of the sponsors in this wonderful organization.

Have a merry Christmas! ♥ RBDE

I would like to say thank you for the opportunity to the gym and you paying for it when you didn't have to. I am sincerely grateful for what you are doing for me and Sycamore Schools.

Thank you so much. ♥

~A grateful HS student

“Thank you for helping us with rent. I was very worried about our new rent when we took this townhouse. I even couldn't sleep thinking about this, too much worried. With your help, I have peace. This is a big help for us. We, all our family, appreciate you.”

~ A newly immigrated family

“Thank you Dublin Bridges and the Dublin community for helping me and my family during an unexpected crisis and very difficult time for our family. We are so grateful. We will pay it forward when we are back on our feet.”

~a grateful recipient





Online Support

Neighborhood bridges will create and maintain a Google Drive folder for each community and will provide online access to all Area Directors.

Each community Google Drive will include important instructional materials to assist you in administering neighborhood bridges. We will also populate the Google Drive file with branded content for your community...videos, graphics, logos, etc. Area Directors are encouraged to upload materials here and to share with our larger neighborhood bridges communities!

Monthly Area Director Webinars via Go To Meetings or Zoom

All Area Directors are invited to participate in a one-hour webinar scheduled on the second Tuesday of each month at 11:00 a.m. (EST). These gatherings will be provided via Go To Meetings or Zoom.

During these meetings, we will provide information and best practices on how to achieve the best success for your community. Area Directors will be asked to submit ideas and/or questions in advance so that we can best support you.



Marketing

Neighborhood bridges will provide you with access to videos, pictures and artwork to be used in your marketing materials, communications, etc.

NOTE: neighborhood bridges reserves the right to review your materials and recommended changes that are consistent with the corporate model and mission.

Social Squad

Seek out marketing and social media professionals (or someone with this experience) to either serve on your steering committee, or to volunteer. Take advantage of their skills, relationships and expertise in this area to help you expand your bridge.

Every community will be different in terms of executing effective marketing plans. Neighborhood bridges will create a shared resources area for each community. This will be a shared repository of pictures, videos, designs, and marketing/outreach campaigns that we can use to help one another.

Online Blog – Latest News Feature


Neighborhood bridges has an online blog on the website to allow us to post news stories about our exciting growth! We encourage you to submit ideas/stories to us so that we can create a link on our site and publish your story across your social media channels.

Check out this feature on our website, upper right, “Latest News”

Constant Contact

Neighborhood bridges also maintains a Constant Contact account for each community so that we can publish/manage e-mail communications to your entire community. These are branded e-mails for EACH community that give you a wonderful opportunity to share news, solicit sponsors/donors, educate your community, etc.

We will share more on this resource during our set-up meetings and monthly events.



neighborhood bridges

Visual Brand Kit

Logo



Font

Headline Font: **Glacial Indifference**

Secondary Fonts:

Glacial Indifference Regular

Canva Sans

Apricots

Yellowtail

Colors

#662e91

#25bdb0

#F59536

#FCC116

Neighborhood bridges Podcast

Neighborhood bridges has a national podcast that we have appropriately titled our "KindnessCast"! This once a week series is hosted by CEO & Founder Rick Bannister and focuses on the kindness and impact of neighborhood bridges. We will share these educational and uplifting stories with our subscribers and social media followers across the country -- and we will likely feature YOUR community in a future episode.

Our podcasts can be found on YouTube, in the Apple Store, Amazon Music, Spotify, I Heart Radio -- really anywhere you find podcasts.

Hey Alexa...or Hey Siri..."Play neighborhood bridges podcast"!

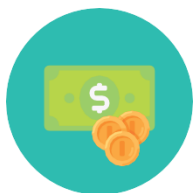
Amazon for Charities

Neighborhood bridges has created an account with Amazon to help our communities drive impact and kindness by creating "wish lists" that are community specific. Whether you want to conduct a community drive for needed items, or fill specific needs, each neighborhood bridges community can set up tax-free opportunities for donors to fill needs and drive impact. Plus, items can be shipped directly to the advocate who posted the need.

We will assist the Area Director(s) in how easy it is to plug into the Amazon for Charity account of neighborhood bridges.

Reports

Neighborhood bridges will provide quarterly financial statements to each community that will summarize donations and activity. Our donations are separated and reported as follows:



Cash Donations



Clothing



Food



Furniture



Supplies

Every community is unique, and that is the power of our initiative. Some communities generate up to 70% cash donations to 30% donated items, and others are exactly the opposite. All scenarios work well as a part of our Gateway for Kindness.



www.neighborhoodbridges.org