



JOHN REX ENDOWMENT

Hands of Health 2007

Client: John Rex Endowment

SUMMARY

The John Rex Endowment invests in the development of activities, programs and organizations that improve the health of underserved people in Wake and surrounding counties. The endowment supports visible and measurable improvements in the health of youth by improving access to health services, promoting healthy behaviors and providing opportunities for growth and development. Annually, the endowment honors individuals whose innovative work helps underserved children in Wake County.



ASSIGNMENT

Articulon's assignment was three-fold:

- 1 Develop messaging and a revitalized umbrella theme for the 4th annual event that would sustain interest.
- 2 Create a collateral package to include invitations, event programs, signage and decorations using the newly updated brand and theme.
- 3 Execute a turnkey special event including a multimedia effort, as well as a break out session immediately following the award ceremony. The target to influence included nonprofit thought leaders and program administrators, nonprofit board members, child advocacy leaders, business leaders and doctors in Wake County.



PROGRAM ELEMENTS

- Developed and executed an invite-only breakfast event and workshop on October 23 at the Marbles Kids Museum. More than 130 guests arrived, meeting the expected attendance
- Created a "Stand Up! Stand Out!" theme and incorporated it through all collateral materials. A unique size and packaging was addressed in each piece
- Integrated local stories from previous Hands of Health Award winners into the event program and wall signage to play off the theme



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- Partnered with Action for Children NC in the development of a workshop that discussed the 2007 Wake County Children’s Health Report and issues many child advocates are currently facing
- Reinforced the brand message by repurposing collateral materials for the Endowment’s website and newsletter

RESULTS

The Hands of Health Award breakfast generated buzz and excitement among attendees. The success of the workshop following the breakfast led to the planning of follow-up workshops in 2008. Due to the fact that the event was invitation only, pre-event PR efforts were not necessary. However, post-event follow up generated print and Internet consumer media coverage including more than 300,000 impressions and more than \$25,000 in public relations value. The message focused on the winners and the \$10,000 contributions to a local nonprofit. Highlights of the coverage:

- Cover story for *Boom! Magazine’s* Fifty & Fabulous section highlighting John Rex Endowment President and CEO Kevin Cain.
- Additional print coverage included: *News & Observer*, *Women’s Edge* magazine, *Carolina Woman*, and *Metro* magazine.



Yo Sobha
2006 Hands of Health Award Winner

Yo Sobha is associate branch director of the A.E. Finley YMCA in Raleigh. Over the past four years, Yo has been working with children with autism at the YMCA’s Camp Grace. Many who know Yo feel he is a hero to these children, but Yo sees things a little differently:

As children, we all dreamed about being a hero like Superman or Batman. Through my work with Camp Grace, I’ve had the chance to meet some true heroes. The children I’ve met at camp inspire me with their courage on a daily basis.

Sometimes courage comes in the form of doing things that may feel impossible. With our Camp Grace kids that happens each day. They might get out of a wheelchair, meet new friends, get into the pool when they’re terrified of water, or climb on a horse that seems to be 1,000 feet tall.

The camp’s staff members are heroes as well. As challenging as it can be, they pull their motivation from the little things, like watching the kids succeed or listening to parents take pride in their child’s accomplishments.

If you want to see heaven on earth, come and see the interaction between the Camp Grace staff and the kids—it’s loving and unconditional, and that is why they are heroes to me!

