



We-Put-The-Fun-in-Fundraising Party

November 12, 2009
Chicago Architecture Foundation
224 South Michigan Avenue



ENGAGING PHILANTHROPY
INSPIRING CREATIVES

A giant, EPIC-sized **THANK YOU** to our wonderful event sponsors.



CHICAGO ARCHITECTURE FOUNDATION



A M B R O S I A
▪ E X P E R I E N C E ▪



335 DAYS OF EPIC

On December 12, 2008, exactly 11 months ago to the day, EPIC received its articles of incorporation in a packet from our lawyer. That means we've existed, in an official way, for 335 days,* working to establish a network of creative professionals who like the idea of using their talent to make **social change happen**.

We love the number 335. But it's not the only number we've kept track of. In a lot of ways, numbers tell the story of EPIC's first year better than we could with words.

117	Names considered before settling on EPIC.
2.5	Pounds of paper in information packet at first board meeting.
501(c)3	Status earned on 01/21/09.
8	Pie charts, abandoned quickly.
3	Pregnant ladies on the board.
998	Words written in form of meeting minutes.
1	Visionary founder with child.
36	Percentage of board meetings that ended at bars.
0	Fights.
181,325	Dollars in hourly fees EPIC volunteers waived for our nonprofit clients.

And then there's the most important number we have to show for ourselves: **It's 7**. Because without the **7 teams of volunteer professionals**—52 people in all—who donated their time to create strategic advertising campaigns for **7** Chicago nonprofits, we wouldn't have gotten past **day one**.

Clearly, we have an infinite number of people to thank—lawyers, bartenders, the one nice lady at Kinko's—but we'll start with all of you who joined us tonight, celebrating and supporting EPIC on this momentous, almost anniversary.

Now, we invite you to enjoy more hors d'oeuvres, carnations and candy bars than you can count.

*** Traditionally, people wait 365 days to throw anniversary parties, but let's face it, the holiday season would have crushed ticket sales.*

The Party Plan

- 6:00** Silent Auction opens
- 7:15** A few words from the EPIC folks:
Kelly Kaminski, EPIC Board Member, Event Committee
Erin Huizenga, EPIC Founder
Lanetta Haynes, CASA Executive Director
- 8:00** People's Choice Award voting ends
- 8:15** 50/50 Raffle winner announced (yes, you must be present to win)
People's Choice Award winner announced
2009 Class Photo (all rally team members, meet on the stairs)
- 8:30** Silent Auction closes
- 8:40-9:00** Silent Auction check-out (at the registration desk)
- 9:00** Event ends (boo)
-

EPIC Founder/President

Erin Huizenga

EPIC Board of Directors

Tiffany Meyers, Vice President
Kelly Kaminski, Treasurer
Jennifer Sampson, Secretary
Mark Drozd
Joy Giggie
Shawn Hazen
Julie Jawor
Kevin Lynch
Cyndi McVicker
Meredith Rollins

EPIC Advisory Board

Philip Barash
Chris Cacci
Dawn Hancock
Jim Hirsch
Chris Huizenga
Stephen Leps
Maureen Mizwicki
Michael Osborne
Hank Richardson
Eva Silverman
Carol Vick

Event Committee

Susan Dell'Osso
Joy Giggie
Anne Hagerty
Jennifer Jawor
Kelly Kaminski
Tiffany Meyers
Meredith Rollins
Jennifer Sampson
Anne Serr

Event Volunteers

Conal Cronin
Katie Davis
Annie Foss
Lena Fredrickson
Meredith Heidbreder
Rachel Jefferson
Avery Ju
Kelly Kellner
Ashley Lewis
Kim Mezydlo
Nate Miner
Rachel Morris
Spencer Rysman
Margo Yoon

With special thanks to Cheer Squad, which reluctantly-at-first formed an historic partnership with the A/V Club, this evening's attractions are designed to raise funds for EPIC while entertaining and helping you hook up.

CARNATION SWAP

Buy a carnation for someone you like or l-o-v-e. For a fee, EPIC's Carnation Deputy will even deliver it directly. This will keep your secret admiring secret. (Bonus: Carnation swaps are the single most accurate way to know how popular you are.)

Carnation Key

Red=Love; White=Friendship; Pink=Secret Admirer

PEOPLE'S CHOICE AWARD

View the work our teams produced in 2009. Then, vote by dollar (including for your own team) in the containers we've set out. Part popularity contest, part "which team dropped the most cash on themselves" contest.

BAKE SALE

If you don't get any carnations, stuff your feelings with these homemade cakes and cookies, made with more love than any carnation could hold. (Except for red carnations. Those really count.)

MYSTERY BAGS

Bursting forth with killer swag! Except when they aren't. Will you get one with merely candy? Or one with a \$25 BP gas card? A free EPIC burger? Or better? This is all very suspenseful! We can't watch.

50/50 RAFFLE

Winner takes half of all raffle ticket sales home. Yep, you get half the cash in a big, sweaty wad. Don't spend it all in one place... unless it's on carnations for us.

CANDY DRIVE

Senior Nate Miner will be selling candy bars to raise money for the softball team. He's varsity.

EPIC Silent Auction

Our silent auction started humbly, with the idea that some of our artist friends and clients might like to send us a few items. But it got, well, unhumble—in a good way—as our FedEx delivery man began dropping off drawings and paintings by highly acclaimed artists who liked the idea of EPIC enough to donate a sliver of their vision to the cause. Next came certificates from numerous restaurants, one extremely hot hotel, the Chicago Cubs and Second City.

Here are a few more numbers; these tell the story of our auction:

- 40** Auction items available. (Unless more come in after we print this here program.)
- 37** Seconds it took for EPIC's board to start fighting over who would get Jim Krantz' painting, which awaits your bid.
- 60** Minutes of luxurious massage you can win tonight.
- 83001** Zip code for Jackson Hole, Wyoming, where you'll stay at the Bentwood Inn if you bid right.
- 10** Inches of chocolate bliss in the cake from Chef Mindy Segal.
- 19,000** Pieces of space junk the government is currently tracking. "Space Junk" happens to be the title of John Hendrix' original illustration, published in Popular Mechanics.
- 100** Percentage of Motorola's "Renew Phone" made out of recycled materials.
- 2,017** Miles that the monster drawing by Stefan Bucher, founder of Los Angeles' 344 Design, traveled overnight to be here with you.
- 2.5** Hours you have to bid until the auction closes.

To bid on the items that steal your heart, include your full name, phone, email and bid on the bid sheet, increasing your bid by a minimum of \$5, unless otherwise noted. At 8:30 on the dot, the auction will close. Just 10 minutes later (or so), we'll post the winners. So check back near the auction tables to see if you'll be taking home your dream item tonight (sorry, we're not set up to ship items to you). We accept check, cash or credit card.

IMPORTANT: You must be present to win.

All proceeds from this auction will benefit EPIC, a 501(c)3 nonprofit organization.

6:00pm — Silent Auction Opens 8:30pm — Silent Auction Closes

Awesome Silent Auction Donors

A million thanks to our generous donors who made our silent auction so killer.



Align Studio, Inc.
AlysonBlythe Designs
Anna Meyers
Anne Benjamin
Bar1Events
Bentwood Inn
Boka Restaurant Group
C.A.R.E. Physical Therapy
Chicago History Museum
Darlene Grossman
David J Young
Death's Door Spirits
deedee & edee, ltd.
Derek Hatfield Photography
Elizabeth Vola/Arbonne International
Elysian Hotel
EPIC Burger
The Evanston Print & Paper Shop
Jim Krantz
John Hendrix
Maureen Mizwicki
Meggan Kehrli Design + Illustration
Mindy Segal/Hot Chocolate
Motorola
Paper Source
Rick Valicenti
Roo Way
Sean Williams
Second City
Stefan Bucher
Tania Rodamilans
The Bar Method
Threadless
Trump International Hotel & Tower
Vosges Haut-Chocolat
Zig

Class of 2009 — EPIC Rally Teams

We thought it would be gauche to roll out a red carpet. Instead, when you see one of these 52 EPIC volunteers (and they're everywhere), ask him or her to autograph the nearest program or body part you've got.

Meanwhile, here's a glimpse into their work:

CLIENT: GIRLS IN THE GAME

EPIC TEAM

Josh Blaylock, Kay Daly, Mark Drozd, Erin Huizenga, Kelly Stein, Roo Way

PROJECT SUMMARY

The inaugural EPIC Rally had a dual mission: to make sure the EPIC Rally concept would fly and to help Girls in the Game, an NPO that provides sports and fitness opportunities, nutrition and health education, and leadership development to enhance the overall health and well-being of girls. The organization runs after-school programs and summer camps for girls who live in Chicago.

Our goal was to create awareness of GIG for donors and volunteers. As GIG had recently redesigned their identity and website, we looked deeper to see how we could help promote their organization. So the team stepped out of our collective comfort zones and created a do-it-yourself marketing kit which included: Marketing communications materials and templates; social networking concepts and guidance; online communications templates; year-long marketing timeline/planner; media and PR how-to guide; new portraiture photography; photography how-to guide; photography archive system; and promotional/sponsor ideas.

Our role was part creative resource, part strategic marketing consultant, part re-assurer and co-partner in dreaming big. Our reward was an unforgettable experience of learning, sharing, growing and the joy of contributing our gifts of creativity.

CLIENT: ORGANIC SCHOOL PROJECT

EPIC TEAM

Susan Dell'Osso, Sen Haines, Greg Hinchman, Camay Ho, Kelly Kaminski, Ashley Meroney, Mig Reyes, Megan Weinerman

PROJECT SUMMARY

Organic School Project came to EPIC with the intent of revamping their existing website. We quickly realized that a brand refresh was also needed and immediately set out to create a new identity, including an updated logo, expanded color palette, and supporting infographics.

During the discovery phase, we addressed issues plaguing the existing site, such as unfocused content organization, lack of tone of voice and an overall impression that the organization is disconnected and dated. The EPIC team rewrote and reorganized all content, created clear and intuitive navigation, added engaging and educational animation and infographics, and, ultimately, changed the tone of the site entirely. The new photography helps tell the story of OSP and of the impact of its Grow, Teach, Feed program. The OSP brand and site now feel fresh, lively, friendly, and dynamic—just like the organization itself.

CLIENT: LITERACY CHICAGO

EPIC TEAM

Elizabeth Bunten, Greg Hinchman, Terry Jones, Tim Lapetino, Fletcher Martin, Scott Reinhard, Elizabeth Wheeler

PROJECT SUMMARY

Literacy Chicago is the largest not-for-profit provider of free, individualized adult education and family literacy services in Illinois. With a rich history and commitment to improving lives through reading education, the LC team needed its public face to evolve alongside changes in the organization. This was a great opportunity to usher in a brand refresh by way of new promotional pieces requested in the EPIC brief.

Our team helped reposition Literacy Chicago by refocusing on its core mission—the visceral, connective properties of reading. Our efforts highlighted the personal stories of adults barred from full membership in society because of their reading challenges.

Around this central theme the team developed two brochures for use in fundraising and awareness-building, as well as brand assets spawned from the print pieces. These marketing cornerstones included photography, brand theme, copy guidance, identity manual, color palettes, and usage guidelines—all important tools to help usher Literacy Chicago into its bold new future.

CLIENT: BARREL OF MONKEYS

EPIC TEAM

Stephanie Breese, Lucas Buick, Maris Grossman, Anne Hagerty, Kevin Lynch, Myra Mazzei, Megan Meier

PROJECT SUMMARY

Barrel of Monkeys is a fun, fun organization that teaches creative writing workshops in Chicago public schools. As with many nonprofit organizations, Barrel of Monkeys' marketing materials were graphically inconsistent, and lacked a proper hierarchy for their various branded properties such as shows and fundraisers. What's more, their materials didn't seem very "Barrel of Monkeysey."

The challenge was to make sure their marketing materials properly reflected who they were as an organization. (Not an easy task, for even their director wears silly hats, the signature prop of all their shows.) Our EPIC rally team created a visual and verbal palette that could bring consistency to the Barrel of Monkeys brand across their various efforts—from their weekly show ("That's Weird Grandma") to communications with the press to guerilla marketing ideas their annual fundraiser, the properly titled "Fancy Schmancy." This identity work was also highly flexible, to assure their communications are able to evolve with the organization.

CLIENT: 2 BIGHEARTS

EPIC TEAM

Amy Hollrah, Rachel Jefferson, Chris Ocken, Jacqueline Ridge, Brendan Shanley, Dave Sonders, Anthony Zinni, Robert Zolna

PROJECT SUMMARY

2 BigHearts was founded by Jim Clarke in July 2004 after the sudden and unexpected loss of his wife, Gigi, and her sister, Sally, who passed away on the same day from undiagnosed heart disease. Since then, the organization has been working to raise awareness about women's heart disease, the #1 health risk for women in America. 2 BigHearts has donated thousands of free heart screenings and contributed eye-opening data in medical publications, but it has struggled to reach its next phase of growth, influence, and impact.

The EPIC team recognized that the story behind 2 BigHearts was a powerful asset, one in need of a stronger, more cohesive voice. So the team created a new brand identity and designed an integrated system of touchpoints. The creative execution was a natural extension of the strategy side of the project, which focused on articulating 2 BigHearts' mission and vision for the future, and creating a roadmap for getting from here to there. The team's mantra from early on was "clarity, identity, and scale." It was simply a matter of bringing those themes to life in way that was true to the original intent of the 2 BigHearts Foundation.

CLIENT: CASA OF COOK COUNTY

EPIC TEAM

Seth Bro, Kelly Butler, Billy Carlson, Dan Catterson, Laureen Feeny, Chris Ocken, John Pobojewski, Rick Valicenti

PROJECT SUMMARY

Our team imagined a transformative web experience for CASA of Cook County that could connect visitors to thousands of forgotten children—those in Cook County’s foster system. How could a website best represent their stories, convey the importance of their advocacy, and introduce the site’s visitors to the world of CASA?

We imagined using ambient video snapshots of real children as a backdrop across the entire site. Now, anyone that visits the site gets taken inside the world of these children in need, bringing a whole new audience closer to what it feels like to be part of CASA.

Our goal was to turn feeling into action by volunteering or donating. We brought an easier checkout system to the donation process, and a better method for tracking those who signed up to volunteer. This completes the circle, allowing CASA to thrive and grow their online community.

CLIENT: PROJECT KINDLE

EPIC TEAM

Lisa Gainor, Nate Gagnon, Anissa Keating, Stephen Leps, Katrina Limbaugh, Anne Serr, Aggie Toppins, Sean Williams

PROJECT SUMMARY

The EPIC team wanted to make Project Kindle’s new web site, IKnowHIV.org, the destination for young people to learn about HIV from their peers. Our insight was that knowing someone leads to learning something. The supporting communication approaches were all driven by the idea of spreading information as a virus.

We developed an identity and style guide for the initiative, re-vamped the site, and focused on three tactical areas to get young people thinking about HIV in a new way and drive them to IKnowHIV.org. In-school ads were designed to debunk specific HIV myths at their source, including the bathroom, gym, water fountain and cafeteria. Guerilla graffiti was designed with messages like “Text ‘Naughty’ to 12345.” Once texted, a pre-packaged message with myth-busting HIV information is sent back for spreading. We also developed a plan to place wireless routers in key areas. As people access these unprotected networks, they’re sent directly to IKnowHIV.org and receive a message about unprotected wifi leading to the spread of HIV information.

Special thanks to our in-kind sponsors who are already signed on to help us in 2010!



OUR WORK: EPIC, a 501(c)3 nonprofit based in Chicago, engages the creative community in social change. The Chicago-based organization assembles teams of writers, designers, strategists and more, pairing those teams with nonprofit clients in need of their probono services.

EPIC focuses on nonprofits dedicated to serving children, families and education—those that tend to have the smallest budgets and the biggest stories to tell. Over the course of eight weeks, EPIC team members donate their time and talents to create strategic marketing and advertising campaigns for their clients. To learn more about EPIC, or to donate to the organization, **visit www.iamepic.org**.

Thank you for joining us tonight and for your continued support. We hope you had a wonderful time and we can't wait to see you next year (insert tiny photo of us giving you a carnation.)



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