



RIZCO
DESIGN

PROJECT

Give Back 09

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you are
about to
take part in.**

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Completed applications are due by 6pm Friday, December 19th 2008.

Rizco Design
Attn: Project Give Back
11 Parker Avenue
Manasquan, NJ 08736

Phone

732.223.1944

Email

giveback@rizcodesign.com

Introduction & Project Opportunities

Hello
and
Hurry.

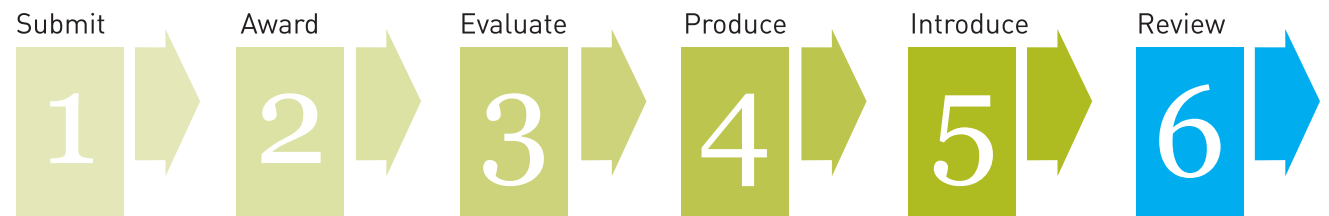
It is our belief that one small change can make a big difference in bettering the future of this world. Rizco Design is making one change today by aligning itself with a non-for-profit who is ready to implement their own “change” today to better an individual’s tomorrow.

Rizco Design introduces Project Give Back, a new initiative that will reward one lucky non-for-profit that has limited funding with volunteered design and branding experience for a project that will start and commence in the fiscal year of 2009. We are looking for organizations that strive to educate, raise awareness, resolve issues or simply make a difference in the world with environmental sustainability in mind. This program is not limited to those organizations that focus on preserving natural resources alone. If your organization is heavily involved in recycling, extending the lifecycle of an end-product for a better cause or strives to educate others on value added topics such as the benefits of buying local products or the pollution that is created through our food chain - we are open to hearing from you.

Why are we doing this?

It comes down to One Idea, One Effort, One Change.

As graphic designers and strategic thinkers we have experienced how one idea, one effort and one small change can make a large environmental impact. In our effort to develop a plan that includes how we as creative thinkers can make a difference in the environment, Rizco Design has developed One Change Now as our call to action to educate and inspire those who want to stimulate a change. One Change Now houses programs, such as Project Give Back, that continue our efforts to educate every day people about the need for awareness and change in order to preserve nature’s resources.



About Rizco Design

Strategic Design, Sustainable Solutions

Rizco Design was established in 2000 and relocated from New York City to Manasquan, New Jersey located along the coastline. Today, Rizco continues to service their New York City clients, including public relations and advertising agencies, Fortune 500 companies and small start-ups that cross platform between consumer, healthcare, non-profit and business-to-business sectors.

At the helm are Debra and Keith Rizzi whose past experience in marketing-based public relations and advertising has trained the firm to understand the relationship between their clients and consumers, and in turn, enables them to combine strategic, aesthetically correct designs to develop

effective marketing tools. The Rizco team is agency-trained, meaning that their operations are client service and process-driven to ensure efficiency and timely delivery throughout each project from beginning to end.

In May 2007, Rizco launched an environmental mission and measurable plan of action, called *Beleaf*. Beleaf is a sustainability program that ensures that a large percentage of each of their client's jobs are environmentally friendly. Rizco recognizes that small changes can make a big difference – especially in the graphic design industry – where the choice of paper and printing directly impacts the environment. Beleaf's end-goal is to educate clients about the positive impact that “green” design, paper purchases and printing have on the environment and encourages the elimination of deforestation, which negatively reshapes our climate, geography and biodiversity. As of November 15, 2007 Rizco Design became the 12th design/marketing firm to be admitted into the EPA's Green Power Partnership for their use of 100% green power in their office and in August 2008, the first graphic design firm in the U.S. to be admitted into the EPA's Climate Leaders program.

The diversification of our clientele has provided a platform for the firm to be experts in most disciplines of branding, print and interactive development.

Eligibility and Process

Just the Facts

Grant applicants must meet the following criteria:

- nonprofit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status; units of state or local government; or federally-recognized tribal communities or tribes may apply.
- the organization must exist within 100 miles of Manasquan, or be willing to pay for travel and accommodation expenses.
- overall annual budgets for the organization must be \$100k+

Award information

This grant will give one nonprofit a year's worth of work from Rizco Design to collaborate on projects that encompass our key areas of expertise that include, but are not limited to: developing a marketing plan, branding & supporting materials (logo and stationary), print collateral, environmental graphics and interactive/multi-media and consulting.

The award will be granted on Monday, January 5, 2009 and last throughout the calendar year of 2009. Only one award will be given per year. Outside service expenses such as advertising, printing, web hosting, etc. are the responsibility of the organization.

Eligibility and Process

Who How When

Who Can Apply

Any non-for-profit organization, with limited funding whose ideals and goals showcase sustainability. Your organization must have a project or initiative that would start and come to completion during the fiscal year of 2009.

How to Apply

Fill out the attached application form that requires an overview of your organization and its long term goals. Secondly, describe the needs of your initiative which include, but are not limited to your design needs and outline how the project will influence positive change.

When to Apply

Please submit your application via email, fax or mail, no later than **6pm, Friday, December 19, 2008**. Please provide valid proof of your organization's 501(c)(3) status when submitting your application. One winner will be notified on **Monday, January 5, 2009**.

Application Form

1. Applicant Information:

Date: _____ / _____ / 2008

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____

Fax Number: _____

Email: _____

2. More Information:

IRS 501(c)(3) nonprofit? *(please circle)* yes | no

If no, please identify your fiscal agent: _____

Total number of staff: full-time _____ part-time _____

Total number of board members: _____ Total number of volunteers: _____

Do you have any marketing, design or communications staff? *(please circle)* yes | no

If yes, please give a detailed job description on a separate sheet of paper.

Total annual organizational budget: \$ _____ Fiscal Year Ends _____

Please include the budget expenditures from the last 2 years on a separate sheet of paper.

On a separate sheet of paper please state your organization's mission, provide information about your organization's overall programs and activities, and include a brief summary of your organization's history, goals, and key achievements.

Application Information

3. Project Information

Organization's Main Objective

Please provide the missions statement of your non-profit organization, including its year of inception, target audience and reach, goals, ideals and leadership staff. Please include any marketing or press materials that help showcase your organization's purpose.

Name of Project For Consideration

Project Description (Maximum of 200 words)

Describe any parameters or boundaries of your project that have been determined to date. Please describe your target audience, as well as any and all final end-products that will need to be produced. Include the goals of the end product(s) and their intended use. Please feel free to include any visuals, sketches, logos etc. that will help us comprehend your vision. Images or files may be included as hard copies or submitted on CDs. Digital files are preferred in PDF format via e-mail to giveback@rizcodesign.com or uploaded to a requested FTP site. The subject line of e-mail submissions should read: Project Give Back: (Insert Company Name).

Project Objective

Describe briefly how you think your project will service the greater good and its long-term benefits.

Estimated Timeline

Please provide an outline of key dates or initiatives that you have earmarked during 2009 that will require specific deliverables.

Estimated Budget

Only design fees will be donated for the project. Rizco Design requires an outline of out of pocket costs that include, but are not limited to paper, printing, photography, color prints, purchasing supplies (fonts) and shipping. We will work with preferred vendors to secure discounted rates if necessary.

Please send your completed application, any additional materials, along with proof from the IRS of your non-profit status no later than 6pm, Friday, December 19th, 2008 to:

Rizco Design
Attn: Project Give Back
11 Parker Avenue
Manasquan, NJ 08736

If you have any questions, please feel free to contact us at:

giveback@rizcodesign.com