

SAMPLE PRESS KIT FOR NONPROFIT ORG

(to be printed & inserted in press kit folders)

WHO we are.

MSM Economic Development
Empowering one's self through education, ownership, and self-awareness.

In the spring of 2000, MSM Economic Development was established as a 501(C)3 nonprofit corporation. It was founded on the basis of self-sufficiency. We wanted to develop a nonprofit organization that could make an immediate impact on people's lives, without the bureaucratic delays so many government agencies experience. By joint venturing with other nonprofits, we have been successful placing homeless families, training and educating, providing teenage pregnancy counseling, and assisting senior citizens.

SCHOLARSHIPS **EMANCIPATED FOSTER YOUTH GROUP HOME**
HOUSING REDEVELOPMENT **CLOTHING/FURNITURE**
DISTRIBUTION

Our goal is to help a community that is in so much despair. The potential of the residents in under-served Los Angeles communities is vibrant and healthy. By providing support, it helps to stabilize and rebuild the economic base of a community that has been down for so long.

Our mission statement is, "*empowering one's self through education, ownership, and self awareness.*"

THE PEOPLE BEHIND MSM

MSM has a staff of sixteen. Five professionals, two property managers, a publicist, four clerical support staff, and four volunteer residents provide support for our projects and community activities. Our board of directors serves on community boards, charities, churches, and other service organizations.

Shirley J. Mitchell, our President and CEO, has had vast experience in selling real estate since 1989. She has worked extensively in the acquisition and rehabilitation of low-income property. Ms. Mitchell has 23 years experience as an MTA planner.

Lionel Ivory Hill, our Vice President, is also Director of the Multi-Housing Program. Mr. Hill has wide-ranging experience in the area of nonprofit community service. He is a graduate of the School of Mechanical Engineering at the University of Nevada, Las Vegas. Mr. Hill has over 15 years experience in the aerospace industry.

Mary E. Stevenson, our Corporate Secretary and Director of the Scholarship Program, has had extensive experience in rehabilitation and property management of low-income housing for the last three years. Ms. Stevenson has over 26 years experience at a major university in the undergraduate admissions field.

MSM EXECUTIVES AND BOARD MEMBERS

Shirley J. Mitchell - President/CEO
Lionel Ivory Hill - VP/Director
Mary E. Stevenson - Corporate Secretary/CFO

Board Members

Peter Allen
Carol Dedeaux
Geraldine Greaves
Roberta Howard
Dolores Mitchell
Robert Watson

OUR PROGRAMS.

MSM has four main programs:

- Housing Redevelopment
- Emancipated Foster Youth Group Home
- Clothing, Furniture, Appliance Distribution
- Scholarships

THE PHOENIX HOUSING PROGRAM

As comparable to the Phoenix that rises from the ashes to be resurrected more beautiful in its rebirth, MSM takes housing that is a step away from the wrecking ball and turns it into modern, beautiful homes for low-income families.

The goal of MSM's housing programs is to provide affordable housing and, subsequently, a higher quality of life for families on the lower end of the economic spectrum. By developing renters into owners, MSM helps empower residents to guide their own futures. The current and future demands on the Los Angeles housing market will require that an ever-increasing number of properties be made available for home ownership in traditionally under-served communities.

Our current, active project is the relocation-housing program with the Los Angeles Airport Expansion (LAWA), relocating single-family dwellings throughout under-served areas of Los Angeles and remodeling them for future sale.

HEARTS GIVING BACK

Imagine needing the basics. Imagine getting what you need. Imagine that it's free. Imagine "Hearts Giving Back"

MSM Economic Development has established a new, innovative program that will provide the basic tools to enhance and improve the quality of life of low and middle-income families in Los Angeles County. The "**Hearts Giving Back**" program will provide these families an opportunity to receive items distributed to MSM through corporate donations. The donations include small appliances, furniture, clothing and personal care items. "Hearts Giving Back" will make a positive, dramatic impact on the lives of needy families by providing for basic needs. [See brochure for full program details.]

Our major corporate sponsor, **The Magic Johnson Foundation**, is working actively with MSM to make "Hearts Giving Back" one of the most instrumental nonprofit programs to improve the lives of thousands of needy families.

HOPE'S PLACE

Each year, young adults who have spent most of their lives in the foster care system are 'emancipated' on their 18th birthdays. They are given a small stipend, a voucher for a few nights in a hotel and told to go live in the world. For many, a life of crime and homelessness is how they live in the world. Of the 1,500 youth who emancipate from the foster care system in Los Angeles and Alameda Counties each year, 50% will be homeless within six months. But soon there will be hope.

Hope's Place is a start-up development facility for recently emancipated foster care youth. Our goal is to provide a safe and secure environment for young adults transitioning from foster care to independent, responsible living. At Hope's Place, residents will gain the understanding, coping skills and job training to help them succeed in the real world - developing skills that will carry them through life.

MSM SCHOLARS – HIGH SCHOOL SCHOLARSHIP PROGRAM

Not Everyone Is An "A" Student. But That Doesn't Mean That College Dreams Should Be Deferred.

The scholarship program was established to target high school seniors. In hopes of expanding the definition of 'merit' scholarship, MSM reaches beyond the "A" students to embrace, nurture and sponsor the "B" and "C" students. These students possess the ability to succeed, but may not have achieved top grades due to various economic and/or life challenges. MSM awarded its first scholarships in July 2003 [please see press release for full details].

TIMELINE.

Some of our programs are actively underway and the community is already reaping the benefits of our goal to help revitalize lives and neighborhoods. Some are on the verge of fruition, while others are still on the drawing board.

UNDERWAY

MSM Scholars

Our first scholarship awards ceremony, attended by representatives from Councilman Bernard M. Parks' and Yvonne Brathwaite-Burke's offices, with guest speaker Jewel Diamond Taylor was held on Saturday, July 12, 2003 at Westfield Shoppingtown Mall in Fox Hills. MSM Economic Development presented nine scholarships to students from Crenshaw and Palisades High Schools. The successful awardees each received \$5,000 to be distributed over the course of their college careers. Scholarship applications will be available each spring.

The Phoenix Housing Program

Because MSM is one of only 56 organizations certified by the L.A. Housing Department Community Housing Development Organization (CHDO) to bid on city development projects, we have been successful in acquiring properties that were slated for demolition if not sold to a successful bidder. Such projects are often called 'move-on housing' because the buildings have to be relocated. After months of renovation, we are in the process of selling some of these houses in Mid-Central L.A. Other properties are in the process of being renovated.

COMING VERY SOON

The Hearts Giving Back Program is slated to start operation in December 2003. MSM is the only Los Angeles recipient of generous donations from corporate sponsors such as Pottery Barn, GAP, Ikea, Disney Store, ROSS Dress for Less, Avenue, Bed Bath & Beyond and others. [See HGB brochure for further details.] The merchandise is in our warehouse – small appliances, furniture, clothing, personal care items. We are in the process of a daunting, but exciting task – organizing the distribution program so we can efficiently begin to get the merchandise to the families who need it.

THE MAGIC JOHNSON CONNECTION: With the generous support of our major corporate sponsor, The Magic Johnson Foundation, MSM is planning the grand opening of "Hearts Giving Back" for December 2003.

ON THE DRAWING BOARD

Hope's Place: To ensure a positive, effective and well-received program, **MSM** has employed **Mwikali B. Hayes** as our program director. Ms. Hayes has been working with youth for many years with various organizations. She holds a Master of Arts in Educational Psychology. We plan to open our first facility in 2004.

LOCATION. location. location.

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HOW we do it.

With your help. With the community's participation. With our partners and donors. With grants. With conviction.

MSM is actively seeking more partnerships with lending institutions, corporate sponsors and donors. There are several ways you can help contribute to MSM's programs.

- Monetary Contributions
- Product Donations
- In-kind Services
- Sponsoring a family
- Becoming a corporate sponsor
- Volunteering

We are proud that **The Magic Johnson Foundation** will participate as our major corporate sponsor in the Hearts Giving Back Program and help thousands of needy families obtain the free clothing and furniture donations through the HGB program. The Foundation will provide critical support to help make the program a success.

But we need more. Through more partnerships, the support of lending and grant institutions, MSM can move forward to revitalize the lives and homes of a population that is too often ignored.

We encourage you to contact us for more information on how you can help us serve our community. Donations can be sent directly to our offices and checks made out to: MSM Economic Development Corp. Please contact us for our state license number.

A sample listing of our sponsors:

- The Magic Johnson Foundation
- Pottery Barn
- Shelter First and Budget Real Estate
- JC Penny's
- Ikea
- Disney Store
- Trader Joe's
- Bed Bath & Beyond
- ROSS Dress for Less
- Westfield Shoppingtown Mall
- Sears
- Ralph's
- Money U.S.A.
- Mattel Toys