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Above
far

**Empowering young women to rise
far above their dreams.**

Logo Defense

I wanted to use red as the main color because it is a powerful color. Red is a highly saturated which means that the color is “pure, bright, and intense (Koenig, 2003).” Since Far Above’s focus is “empowering young women,” red seemed appropriate. Black is a color of “authority and power (Johnson, 2006).” The use of both black and white with the red is a decision based on a simple and classic design. The smaller word “far” is in black to give it more emphasis. The font size is also larger and thicker than the word “above” so that it can visually compete with the bolder, red part of the design. The word “above” is in white because the white letters aren’t challenging the red oval and because if the letters were black then they would make the logo very dark. In that darkness, the word is lost and the edges blur into the red because of additive nature of both the colors.

I chose the font because it’s interesting and a little bit feminine because of the scrip but it isn’t too “frilly” or complex. I wanted to do a play on words by putting the word “above” visually above the word “far.” I had to re-size and position the words to make them fit together just right. The “r” of “far” frames the red oval perfectly and the ascending curve of the “f” could have a line drawn to connect it to the descending curve of the “a.”

I put the tagline of the organization as part of the logo because I think it’s important, descriptive, and visually it grounds the logo thus balancing it. I used a serif font for the tagline to contrast the script, sans serif font from the rest of the logo. Overall, the design is intended to be bold and classic and I believe it accomplishes that.

Mission Statement

Far Above is a non-profit organization committed to empowering young women in grades 7-12 in the Middle Tennessee Area to achieve excellence academically, personally, and spiritually by providing Christ-centered encouragement and enrichment through educational resources, healing outreach, and an emphasis on personal growth through service to others. Our goal is to instill in each young woman that "she is far more precious than jewels and her value is far above rubies or pearls (Proverbs 31:10)," so that with that confidence and the skills she develops here she will be equipped to have a future that rises far above her dreams.

Defense of the Mission Statement

I started by looking at the mission statement of similar organizations on givingmatters.com. To actually write the mission statement, I used a model that I found in an article called "How to Write a Mission Statement" by Janel M. Radtke. This article outlined three questions that every mission statement should answer and I did so as the frame of my mission statement:

1. What is the purpose or the need that the organization addresses?
2. What are we doing to address these needs?
3. What principles or beliefs guide our work?

Using this structure, the mission statement is clear, concise, and effective in communicating the purpose, means, and expected outcome of the organization.

More About the Organization

Programs

- Academic
 - After school tutoring
 - College resources and visits
 - Job shadowing
 - Career center for after school jobs and educational planning for careers
 - Educational field trips
 - Job skill training and development
 - Scholarship program
- Healing Outreach
 - Support groups for eating disorders and sexual assault
 - Discussion groups and seminars on relevant subjects
 - Trained counselor on staff
 - Resource and referral center
 - Sexual assault prevention seminars
- Personal Growth
 - Volunteer work
 - Mentoring
 - Mission trips
 - Conferences

Staff

- 2 FT teachers supplemented by volunteers
- 1 FT counselor and possibly intern and/or PT assistant
- Director of Development
- President
- Programs Director
- Accountant
- Receptionist
- Career Development Coordinator/Guidance Counselor

Board Members

I chose to have 10 board members. I think for an organization of this size, that 10 board members is enough to have a multitude of connections and resources but not too many that it's difficult to get things accomplished. I also looked at the size of similar organizations' boards and that helped me make my decision as well.

As far as the actual people, I tried to get people from varied religious backgrounds and with skills and connections that would be helpful to the organization. There are political, financial, educational, entertainment industry (notoriety), religious and operational skill sets. Each individual board member's current title and reasoning behind their appointment to the board.

Mandy Singleton is the president and founder of Far Above. She has worked with non-profits for almost 10 years and with her vision and initiative for the organization makes her an obvious choice for the board.

Marsha Blackburn is in the U.S. House of Representatives from Tennessee's 7th district. Her influences as a elected official can be very useful and she also has background in business. Because she's in DC, she may not be able to make it to as many meetings or events as we'd like but just being able to use her name and influence would be very useful.

Linda Hood is Executive Director of Operations at Mercy Ministries. Along with her non-profit experience, Linda also has a very successful background in the corporate world. She would be a particularly good resource for the "healing" outreach side of Far Above.

Steve Singleton is the founder of an investment company but is also a lawyer with a lot of experience with non-profits. The cardinal rule of not having family members on the board is not being broken. Although Steve has the same last name as the president of Far Above, they are not related.

Betty Harper is a professor of accounting at MTSU. Not only would her knowledge in accounting be helpful, but her background in education is excellent and can helpful with the "career and education" outreach.

Lou Taylor is President of Tri Star Sports and Entertainment Group. Her contacts are invaluable. With her busy schedule, I don't think that she would be a very "active" board member but the association with her name would probably be worth it anyway. She manages and co-owns a business with super model Niki Taylor (no relation) who lives in Nashville. She started the Begin Foundation for the Advancement of Women in Business and could do a lot for the organization as well.

Dr. Larry Watkins is the founder of Deep Waters Christian Counseling. He has a master's degree in counseling and is an ordained pastor. He can be very helpful in setting up our support groups and resources for "healing" outreach part of Far Above. He also has a lot of connections with churches and religious organizations.

Pastor Scott Roley is the senior pastor at Christ Community Church in Franklin. This is a rather large and influential church and his insight would be very valuable. He also has a ministry called Open Hands which is an interdenominational group of pastors and leaders of religious organizations from Middle Tennessee that meets every week for fellowship and outreach. This would be a good source of support and a means to get the word out.

Dr. David Kemp of Kemp Orthodontics. The actual orthodontist part may not be very useful but his extensive connections in the community and his very successful practice would make him a good resource. He is very involved with non-profits and particularly religious organizations.

Frank Bell is one of the top State Farm insurance agents. He is a great networker and very personable. He would be a good asset for making contacts and spreading the word about the organization. He could also help with the job shadowing/career program.

Special Event

Name of the Event: Far Above Open House

Type of Event: awareness

Date: May 7, 2007

Time: 7:00 PM

Place: Far Above's Facility

Audience: Guidance counselors and teachers, community leaders, religious leaders, and current and prospective donors.

Budget for the Event:

Publicity	\$ 200
Food	\$ 100
Total	\$ 300

Ways to Publicize: Invitations mailed to local schools, churches, community leaders, donor database. Write a press release and send it to local papers and news outlets.

Event Details: This is an opportunity for people to see what the organization up close. It is a way to get more people from the community involved which could translate into financial support. Current donors can also benefit from seeing what they've already helped make happen. Another important component of this event is reaching teachers, guidance counselors, and ministers who can refer young women to the opportunities at Far Above. Visitors can tour the facility, view displays about the activities and programs that are available, and hear from some of the young women whose lives have been impacted by the organization. There will be packets with information about how to get involved, different ways to support the organization, and a "testimony" page with a picture and story of one of the young women. Follow up calls will be made from the guest book that visitors were asked to sign when they arrived.

Evaluation Method: As people are leaving, there will be an evaluation card that they will be handed and asked to fill out before they leave. There probably won't be a 100% response but 60% would be good. They'd be asked what they thought of the facility, programs, and there would be an open ended question for feedback so people could make suggestions.

Defense: This event would be effective because it will raise awareness for what the organization does and will make people feel more connected. It can also lead to fundraising and volunteers to help with the programs.

Funding Source

How and Where I Found the Source: I looked at the funding sources of another organization that I am familiar with and that it somewhat similar in nature, Mercy Ministries, and found the Memorial Foundation by doing a search on Google.

The Funding Timeline: It seems to be pretty vague but the website does say, "The Board of Directors meets throughout the year to fulfill its responsibilities in approving grants for nonprofit organizations." So within a year I would imagine.

Copy of Funding Guidelines: (See next page)

How Much I Would Request and Why: \$3,000 for a conference to cover the facility, speakers/performers, and publicity costs.

Explain Why I Selected This Funder: I chose the Memorial Foundation because our organization seemed to fit their focus and criteria and because it's large enough that it could handle a larger request. They gave grants totaling over \$7.4 million last year.



Improving the quality of life for people through support to nonprofit organizations.

ABOUT THE FOUNDATION | CATEGORIES OF GIVING | APPLICATION GUIDELINES | QUARTERLY NEWS | GRANT RECIPIENTS | CONTACT

Application Guidelines OVERVIEW | HOW TO APPLY | DECISION PROCESS | GRANT EVALUATION



The Memorial Foundation awards grants to nonprofit organizations that provide services to people who live in the geographic area served by Nashville Memorial Hospital. Requests for support outside this area are not considered.

An applicant organization must be exempt from federal taxation under Section 501(c)(3) of the Internal Revenue Code and not be a private foundation as described in Section 509(a) in order to be eligible.

The Foundation prefers to make grants that will have a significant and lasting impact on a group as well as its community.

assisting organizations that focus on:

- Health
- Youth and Children
- Senior Citizens
- Education
- Human & Social Services
- Community Services
- Substance Abuse (including alcohol, drugs and tobacco)

Requests for capital projects and general operating support are eligible for consideration. An organization - should be able to demonstrate a broad base of financial support for a proposed grant from its own community and constituency prior to asking for support from the Foundation. Requests for start-up projects may be considered for new initiatives that address important, unmet community needs and that demonstrate a potential for ongoing operational support from other sources.

The Foundation places special emphasis on



The Memorial Foundation does NOT fund grants for the following:

- individuals;
- newsletters, magazines;
- churches and religious organizations for projects that primarily benefit their own members (exception: church-based programs with broad community support and separate financial statements);
- tickets to charitable events or dinners;
- disease-specific organizations seeking support for national research projects and programs;
- sponsor special events, productions, telethons, performances, or similar fundraising and advertising activities (exceptions may be given for approved educational videos);
- legislative lobbying or other political purposes;
- retire accumulated debt;
- bricks and mortar capital projects for colleges, universities, and private/public school education;
- computers or other technologies for educational facilities. Exceptions may be made within limits of Staff approvals;

- multi-year grants for operating funds.



The Foundations Board of Directors has the ultimate discretion and may give final approval for any grants that are funded outside these guidelines.

The Foundation's fiscal year is on the calendar year. The Board of Directors meets throughout the year to fulfill its responsibilities in approving grants for nonprofit organizations.

All organizations requesting grants are subject to a review process that includes an initial interview with staff, submission of an application, a possible site visit, and approval by The Memorial Foundation's Board of Directors. For additional information, please see How to Apply, Decision Process, and Grant Performance

Evaluation.

Funding Narrative

The Far Above Faith Conference is a two-day event planned and hosted in Nashville by the Far Above organization which strives to empower young women to rise far above their dreams.

Young women are bombarded with images and expectations in the media, from those around them and their peers. Magazines aimed at adolescent females talk more about relationships and dating than education and issues that affect them. One in three young women will be sexually assaulted by the age of 21. Approximately 8 million women struggle with eating disorders. These are real issues that face young women today and this conference is a safe and encouraging environment to deal with these issues.

The focus of the conference is to build young women's self-worth and give them practical tools and resources to help them succeed through living by faith. Issues that will be addressed are: self-esteem; various health issues such as eating disorders, sexually transmitted diseases and depression; dating; financial; abuse; career planning; family relationships; fashion; and resisting peer pressure.

The two-day event begins on Friday night with registration of approximately 500 young women and an opening assembly with an encouraging message from a guest speaker and a time of praise and worship. This exhilarating opening will set the tone for the next day of seminars, group and panel discussions, and exhibitions.

Saturday's events will be informative, applicable, but also fun. This is a time of encouragement and an opportunity to be empowered through fellowship with other young women. President and event coordinator Mandy Singleton says that, "This event is a unique opportunity to reach girls in Middle Tennessee who come from a variety of backgrounds and to embrace diversity in order to show each one of them their true value in life as a woman of God."

Speakers and performers will include but are not limited to: Nancy Alcorn, Barlow Girl, Dr. Linda Mintle, Superchi[k], Holly Wagnor, Patricia Heaton, Niki Taylor, Natalie Grant, Relient K, Dave Ramsey, and many more.