

**APPLICANT INFORMATION:**

**Name of Applicant:** Aden Cohen

**Applicant Borough:** Manhattan

**PROJECT INFORMATION:**

**Project Name:** GiveBack NYC Kickoff Event

**Project Summary (3 sentences describing your project):**

We are A Nonprofit Organization with an app that allows users to easily find short-term volunteer opportunities. We would like to host an opening ceremony to debut our app and website. The event will include a gardening session post guest speakers and app launch.

**Will the proposed project be online or in-person?**

The proposed project will be in person.

**Primary Media/Creative/Artistic Discipline of Project:**

The media/creative/artistic aspect would the design for the banners/posters around the location of the ceremony, as well as the marketing and branding for the event.

**Number of People Participating in the Project:**

As many as possible

**Primary Project Venue/Location:**

New York City

**If you have multiple locations/venues for your proposed project, list additional venues/locations/neighborhoods here.**

6<sup>th</sup> street and avenue B community garden, East Village, New York

**NYC Community Board Number for Project:**

Manhattan Community Board 3

**NYC Council District Number for Project:**

Manhattan District Number 2

**Venue Zip Code for Project:**

10003

**Project Public Component: Start Date**

June 3<sup>rd</sup>, 2024

**Project Public Component: End Date**

June 3<sup>rd</sup>, 2024

**Number of sequential meeting sessions that will be offered between the same teaching artist and group of participants:**

1

**Total number of recurring participants expected:**

No recurring participants

**Total number of drop-in participants expected (if applicable):**

100

**Number of youth participants (if applicable):**

N/A

**Number of older adult participants (if applicable):**

N/A

## **ESSAYS:**

### **What problem or need is your project addressing? (1-3 paragraphs)**

Regular, everyday citizens do not know where to find places to volunteer or give back to their community. When interviewing a handful of adults living in New York City, almost all of them reported that they do not know where to find places to volunteer and would most likely just use Google to find opportunities without a website destination in mind.

Big cities all around the country could benefit from more volunteers to help with organizations that give back. Creating a non-profit application and website to allow people to find ways to do so could generate more volunteers as well as more opportunities, especially within the younger generations.

Our organization would greatly benefit from a kickoff event. With an opening ceremony, people would be able to get a feel for the idea of the organization, while also coming together to celebrate the grand opening of the application, as well as do good for the planet and create lasting connections.

### **Briefly describe your collective/organization's mission, overarching goals, history, and current programmatic activities. For individuals, provide an artist statement, teaching statement, or statement of values and approach to your work. (3-5 paragraphs)**

The organization's mission is to provide its users with a platform to find volunteering opportunities as well as post them for the public to take advantage of. To create an online space that people are familiar and comfortable with. A trendy and inviting layout that users can easily navigate no matter their level of experience with technology.

The overarching goal is to create an online space which would be the future of volunteering, where people could easily find volunteering events in their area. It would be a dream come true to grow this platform to go from one city to every major city in the United States that everybody knows about.

The organization's values are based on inclusivity. By creating an environment where everybody is welcome to be themselves and do good for their community, people will have an enjoyable experience and also create lasting relationships with the people they meet through volunteering.

**Clearly describe your proposed project. Make sure to address in detail the project design, planning, and implementation activities (3-5 paragraphs).**

The proposed project will be a grand opening ceremony for the app and website GiveBack NYC. First, we would need to create a design for the posters for the event. The logistics for the event would already have been figured out, so the flyers would be able to be created relatively quickly. Once the design is created, we would need to advertise via social media, as well as flyers and ads around the city specifically around the area of the East Village. Once the day of the ceremony comes, buying refreshments, renting audio equipment such as a microphone and amp as well as possible last-minute changes will need to be handled.

The kickoff event will take place at 6<sup>th</sup> Street and avenue B community garden in the east village of Manhattan. It will begin by featuring key speakers to thank everyone for attending and explain the importance of our new website. Speakers will be founding members of the organization, as well as pillars of the community. This is followed by a “ribbon cutting” ceremony to debut the app and website. Shortly after, there will be an “afternoon of gardening” in the community garden. Attendees will learn how to properly plant and pick fruits and vegetables, while also learning about the importance of food sustainability. Refreshments will be served as well. The logistics include finding a venue to host the event, booking a local band to play during the event, finding people who would be willing to speak at the ceremony, booking a certified gardener to run the gardening event, designing and buying custom swag, renting audio equipment and buying refreshments.

**How does this project fit within the mission of the organization or teaching artist? (1-3 paragraphs)**

This kickoff event for GiveBack NYC would fit perfectly within the mission of the organization. On top of our mission to quite literally give back to the community, we stress the importance of inclusivity, friendship and having a good time while doing good for the world. Our kickoff event will be just that! As a community coming together, we will celebrate by giving back to our community while also making lasting connections.

**Describe your target participants and how you will recruit them for this project to ensure participation. (3-5 paragraphs)**

Giveback’s target participants are primarily millennials and Gen Z. By catering advertisements to the younger generations, we will be able to create a long-term plan to keep devoted volunteers to

our organization. GiveBack has the potential to instill the importance of giving back to your community in people all over the country.

As for the event, I believe that it is in our best interest to get as many people as possible to show up. If we advertise correctly, we can get hundreds of people to attend. Recruitment for this project will be a difficult task. On top of the project of garnering interest from the public, having a strong and motivated team is equally as important. I believe that with a combination of experienced and skillful workers, as well as motivated and strong-willed younger people on our team, Giveback will have the foundation to recruit successfully for our kickoff event.

Getting people to volunteer is easier said than done. I believe that creative advertising funded by a plethora of donations, grants, and crowdfunds, will grab the attention of people who are willing to volunteer. Through our creative advertising on social media, as well as posters and flyers, we will promote the speakers, event, band, and merchandise that will be given away.

**What are the goals and desired impact for the proposed project, and how will they be achieved and evaluated? (3-5 paragraphs)**

The goal is to create a successful kickoff event that will jumpstart the app to create buzz and popularity. The overall desired impact is to make a real difference for communities. If as many people consistently sign up as GiveBack hopes for, lives will be changed forever.

There are so many struggling and less fortunate people in this country. Millions of people struggle to find a place to sleep, or food to eat, or clothes to wear. If we could get the more fortunate civilians to internalize the idea that they can truly make a difference, communities could change for the better.

They will be achieved primarily through motivation. While the organization will do its part through advertisement, funding, and meticulous planning, ultimately it is up to the people to achieve what we want to achieve, which is widespread community involvement.

**What makes you uniquely qualified to carry out this project? (1-3 paragraphs)**

I believe that my motivation to create this successful project is what makes me uniquely qualified. On top of the fact that I have experience volunteering for a handful of communities, I feel as though I truly understand the importance of give back to your community. Years ago, I was volunteering at a food bank in Nashville, Tennessee. A lady came up to me while I was handing out clothing to the less fortunate and began to cry, telling me that it was people like me who were changing the world and truly making a difference. It was at that point when I realized that it is up to us to help out in any way we can. I came up with the idea for this organization because I want to give people the opportunity to do so as well.

**Enter up to three (3) names short biographies of your key project personnel. Include a short biography of yourself.**

I am a senior at Queens College, majoring in marketing and minoring in graphic design. I have a creative mind and I deeply care about my community, our planet, and the environment. I have professional experience in the advertising, food service, apparel industries. I am a highly motivated individual who wants to make a difference in the world.

**BUDGET:**

**Total Project Budget:** \$5,000

**Total Amount Requested (You may request up to \$5000 dollars):** \$5,000

**How will you be using your budget? Describe in detail how funds will be allocated. You must allocate stipends for any staff who are leading projects.**

The budget will be allocated towards refreshments, audio equipment, hiring a Gardner and a band, and merchandise.

To map out the allocation of funds, I would allot \$500 towards rental of speaker, microphone and audio equipment for the band, \$1,000 to custom GiveBack NYC merch, \$750 towards hiring a band, \$550 gardening supplies for our participants, \$200 for refreshments, \$1000 towards poster/flyer printing and design, as well as advertisements, and a \$1,000 stipend for myself, as I am the only one leading the project as of now.

**What other fundraising activities, financial or in-kind resources will you engage with to support the project?**

I believe that with my large network, I will be able to utilize the people that I know and raise the money to get off the ground. Additionally, I am prepared to crowdfund via social media to raise even more money.

**SUPPLEMENTAL MATERIALS TO INCLUDE:**

1 Page Cover letter Introducing Your Work and Your Project.

Excel Budget Spreadsheet