

WORKING PENNIES MAGAZINE

BEGINNING OF HOPE ALLIANCE PROGRAM



A WORKING MAGAZINE FOR WORKING PEOPLE

WELCOME TO WORKING PENNIES MAGAZINE



BEGINNING OF HOPE ALLIANCE PROGRAM

“ There are many ways to make money, but not so many ways to a real difference.”

On behalf of the Working Pennies Magazine, we want to thank you for taking the time to read and consider our new alliance program.

We would like to invite your organization to join in a great new project that we hope will help transform the nonprofits community into the media spotlight.

The Beginning Of Hope Alliance Program recognizes the organizations or the businesses that serve the general community by donating to our non-profits. We recognize them, depending on their level of participation, one page of color advertising — with three to four ads on a page — will be available in each issue of award-winning *WP Magazine*. To qualify, organizations should be based in the Atlanta area and have 501(c) 3 status. The new program will move community by community, allowing nonprofits to learn from each other. Workshops, forums and mixers will provide pointers on higher public visibility, ways to expand and/or focus services and input on most-needed services. The partnership is an expansion of the Working Pennies Magazine mission to link charitable donors with nonprofits in need.

Working Pennies Magazine is ready to act, and we can be so much more effective if we act in true partnership with leaders in business and the community, partnerships can be big or small, and involve human or financial resources.

As one of Atlanta hardest working magazine publishers, we don't want you to miss the opportunity for your organizations to be part of this exciting new project in the community. Your company could be part of this neighboring initiative by contributing (supplies, furniture, etc.) as well as engaging in volunteer work at one of our partner nonprofits site. BOHA Program is just one of the many projects in our communities that will showcase the positive benefits of helping nonprofits.

About the BOHA Program

IF YOUR INDUSTRY OR SECTOR HAS INNOVATIVE IDEAS ON COMMUNITY MATTERS, CONSIDER THIS ALLIANCE PROPOSAL:

Working Pennies is looking for organizations that want to play a leadership role in improving our communities and helping non-profit organizations meet their goals.

The BOHA Program is part of the Working Pennies commitment to improving relationship between businesses and nonprofits organizations. The program provides strategic partnership projects that will significantly promote alliances. The impact should be broad enough to be felt throughout an industry or sector, or across several sectors.

The program seeks partners who have the vision, leadership and commitment to make meaningful progress on improving our community.

Program Goals

The goals of the BOHA Program are to:

- Give churches, nonprofit organizations and businesses that voice in the media by providing them with media coverage in our magazine, which is distributed to individuals and organizations across different sectors.
- Encourage businesses, trade or service associations, or the broader public sector to be leaders and share their knowledge and expertise with other involved partners and support
- Have a positive impact on building alliances, plus helping the people that needs the services of those organizations
- Generate lasting results that continually improve nonprofits in Atlanta.

Program benefits and specifics are listed below.

One ad in the WP Magazine will run during the calendar year and will be updated to reflect current activities and new business alliances. The ad feature logos provided by our Business Partners.

Organizations will be periodically recognized in our print and monthly e-Newsletters throughout the year and will also be listed as contributors on the Business Partners page of this web site along with their phone numbers.

Each partner that donates will receive a window sticker for their business recognizing them as a Proud Supporter of the BOHA Program.

We hope that the success of BOHA Program will increase interest in other struggling nonprofit organizations in local communities by using alliances to maximize donates and volunteering efforts to deal with nonprofits issues.

Alliances means that many parts of a community unite to play a role in projects built on the knowledge, skills, experience, and needs of local residents. By connecting formerly disparate parts of a community, neighboring initiatives develop a homegrown network that increases the project's chances for long-term success and sustainability.



YOUR DONATIONS STAY IN THE COMMUNITY