



N.E.Y. *Overview*Since 2000, NEIGHBORS EMPOWER-

ING YOUTH INC. has joyfully provided educational-career technology equipment to low-income families with education and training for free. In addition free computers with software, that will support and build new careers and opportunities for students and adults today.

Exclusively throughout the Pasadena/Altadena, San Gabriel Valley and Antelope Valley communities. to new and old communities. Starting with the N.E.Y Center in Altadena, CA and moving forward to Lancaster, California and beyond.

Goals

- 1. Press Release 2. Email Blasts (10-20)
- 3. Website for students
- 4. NEY foundation, new look and visual communication.
- 5. Window Designs, posters and displays Re-introduce the goals and objections of Neighbors Empowerment for Youth Programs and incisive projects. Introducing new and innovative programs for high school and college bound students. Incentive events and showcase for robotics.

CAREER TECHNICAL EDUCATION STANDARDS FOR EXCELLENCE!

RE-open and introduce new programs for new students, adults, and more computer, and electronic technical training.

Work with major sponsors and partners to donate computers, and printers and technical equipment. That will benefit students and build careers for their futures.

Coupled with vigorous updated computer training on PC's and/ or iMac computer training and education programs.

- 4. Work together to support young students, as major corporations form aliases, and build relationships to support our endeavors and training we provide with your donations and support throughout the yearly and quarterly events, promotions and fundraising.
- 6. New branding and marketing of images, designs, promotions and email blast to partners, sponsors, and donations. To compete and challenge our students as we give them the tools they will need to succeed and become successful for life. Specifications

NEY has specific computer education $f \sigma r$ the following industry professionals and Junior college training courses. Beginning the basic robotics designing and producing various introduction projects. Basic computer training and f or beginners and Seniors.

Graphic Design course in Video and production. Basic drawing and composition.
Certificates

Career Technical Education and training, For the following industries and professions

Milestones Graphic Design

Basic skills in the creative process, research and development of ideas and concepts, vocabulary and business standards for designers and engineers.

Showing and developing students drawing skills and technics, research and vocabulary, drawing and planning. Then we apply these new habits and training to computer software, such as Adobe illustrator and Photoshop. Empowering students to present their ideas and visual communications through art, drawing, design, and projects that build a portfolio online and their own websites.

Engineering and Robotics

Educational basic level one training and exercises in Robotics.

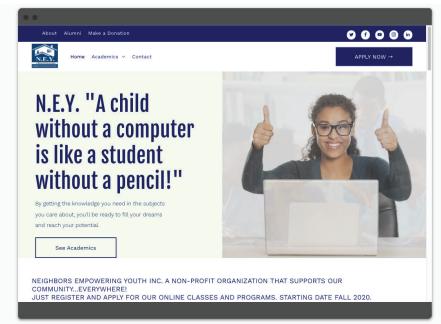
Projects for N.E.Y. Foundation 05.28.2020 Ms. Vera Robbins White Career Technical Educator

Subject include: Graphic Design 1, 11 Adobe Photoshop, 1, 2, 3, Marketing and Advertising 1 Fashion Design 1, 11 Websites and social media 1, 11

BLACK LIVES MATTER, CORONA VIRUS, HIGH UNEMPLOYMENT PLUS SCHOOLS CLOSING. How will N.E.Y. survive?

Today there is an uncontrollable pandemic disasters within our communities, cities and states, which has halted everyone and everything around the world. Projects requested of Evoke Media Marketing from NEY management from 5/25/2020

- 1. N.E.Y. website 10-20 pages and links with comprehensive interactive web pages for computers, iPhone, and iPad layout formats, text style, color and branding.
- 2. N.E.Y. new press releases to community newspapers, social media, and Internet network.
- 3. N.E.Y. new email blast to begun July 25, to over 300 emails thought the constant contact accounts.
- 4. N.E.Y. new Newsletter formatting style color, photos, and content. Bi-monthly printed and emailed to all partners, parents, and school districts.
- 5. N.E.Y. new print media, posters, flyers, direct mail, and business cards for all staff and board directors.
- 6. N.E.Y. future projects and various events and programs will be added to all print and web media on a weekly basis when necessary.
- 7. N.E.Y. marketing budget & approval report for marketing, advertising, designing and promoting news, events and information to all members of the board.

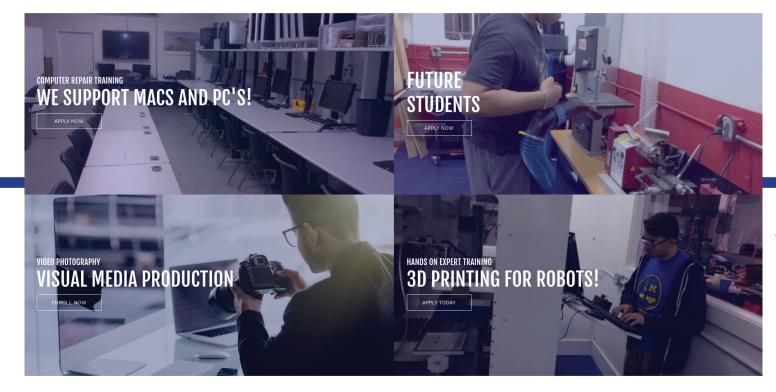




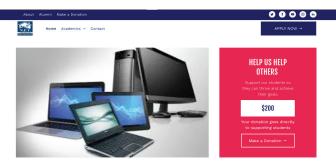
N.E.Y.

Home Academics v Contact

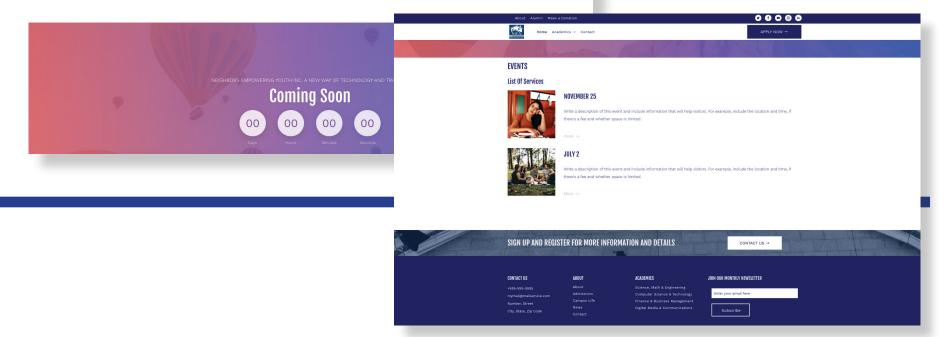
APPLY NOW →



WEBSITE DESIGN FOR A NEW N.E.Y. WEBSITE IMAGE AND PROGRAMS. www.neyworkshops.org



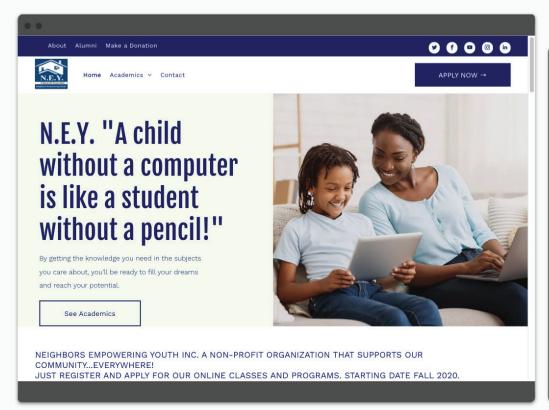
WEBSITE DESIGN FOR A NEW N.E.Y. WEBSITE DONATION PAGE & EVENT PAGE www.neyworkshops.org



Starting a direct marketing campaign to launch between this July 30, through Sept. 30, 2020. We N.e.y. foundation have hired Evoke Media Marketing, Ms. Vera Robbins White. EMM will support N.E.Y. new campaign through to top-notch designs, email blast weekly and launching a new NEY website, press release, social media campaign, email blasts, and google analysis. EMM with create a complete overhaul and re-constructive interactive design tablet. Beginning with new formats, type styles, colors, and layouts. Also new images, new content, and a professional new look for the following.

Ms. Vera White will also give NEY a non-profit rate and consideration, for all the work and information it pulls together to present to NEY board and staff members.

To begin and continue to service NEY we must agree to a business contract and a monthly financial commitment for a minimum of 6-12 months. In order to continue to serve NEY staff, board members, network and social media projects on a week to week basis. Please review this report and budget estimations for your consideration a review. Finally please send an email to evokemedia2020@gmail.com.





New HOME PAGES, and website launch date July 30, 2020 for the Computer, IPad and iPhone formats.







Helio PARTNERS AND FRIENDS OF NEIGHBORS EMPOWERING YOUTH!
It's After School Training for the latest in Computer Software Training - Coding Python
C++, 3D Printing and Graphic Design!
• COMPUTERS TECHNICAL TRAINING · WORKSHOPS ON ROBOTICS VIDEO PRODUCTION AND EDITING With a new down on the horizon, we are optimistic and open to every new and citting challenge ahead. We offer new technology, at training in business, real world job training.

ADOTIONAL WORKSHOPS AND OPPOSITURIES OFFER.

1. Educational Enrichment 2. Technical Job Training 3. Internet Safety & Awareness.

4. Community Sales & Service. 5. Entrepreneur Training 6. Free Computers to Students.



New Press release for various newspapers

in Pasadena, Altadena

Computer Give-A-Way. Several designs for week to

10-20 layout designs, for

summer/ fall campaigns.

and more. Partners,

Parents and Seniors

week publications.



Hello Sponors and DonorsI It's a new dawn on the horizon, in the middle of a pandemic. Schools the horizon, in the middle of a pandemic. Schooks and Saniro Centers are closed as well. But, we are optimistic and open to overy new and exciting challenge ahead. We offer ONLINE technology training in business, and job. Neighbors Empowering Youth is a non-profit organization, that offers K-12 students and seniors, community programs and free computer donations, to youth, souths and seniors.

Career Technical Educators, *Adobe Computer Software Certification and Job Training, Codin varuer recnnical Educators, "Adobe Computer Software Certification and Job Training. Coding Python C++, CMC Machining, Laser Engraving, 3D Printing and Web & Graphic Design! Please sign up now. Space is limited!

COMPUTERS TECHNICAL TRAINI



Thank you! To our Current and Previous Sponsors!

PARSONS

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ManTech.

Separative from the control of the control of





*SENIORS CAN RECIEVE A FREE COMPUTER /OR LAPTOP AT NO COSTS!

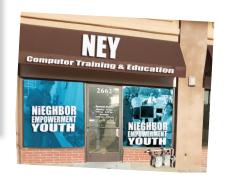
Limit one per family! Offer

Students at NO COST!

for Senior Citizens and or K-12

ncome families, and *Internet access. If not Neighbors Empowering Youth, may be able to assist with that





Promotional New Constant Contact for Partners, Parents and Seniors Computer Give-A-Way. Designs for week to week email blasts 10-20 layout designs for 2020 summer campaigns.



N.E.Y.'S 20 Years of service to Pasadena, Altadena and San Gabriel Schools and Teachers!

*FREE LAPTOPS & COMPUTERS FOR STAY N-HOME STUDENTS 6-121

For over 20 years Neighbors Empowering Youth, has addressed the digital divide through our programs that provide computer access and technical assistance to the community through our programs. Such as, the in-home computer placement program, whereby refurbished computers are donated to school age students and senior citizens at no cost. The only requirement is that the recipient has *Internet access, if not Neighbors Empowering Youth, may be able to assist with that critical need as well. * N.E.Y." will be donating laptops and desktop computers to low income students and seniors impacted by the closures of schools and senior community centers due to Covid-19. The ability for individuals to continue their education and identify available resources is absolutely essential during this crisis.

We, Neighbors Empowering Youth, like a good neighbor are committed to helping where we can. But we also need assistance from technology corporations and individuals that are retiring old computer systems that can

Inside This Issue

- About NE^{\(\)}
- Programs at NF
- Community Involvement
- Give-A-Way Program
- Lockheed Martin making a difference

be refurbished and re-used throughout the community.

LIMIT ONE PER FAMILY! REGISTER ONLINE OR CALL 626 -791- 2095 - July 2020 - Aug 30, 2020

AUG 1, 2020

In response to the Covid-19 pandemic crisis and Neighbors Empowering Youth's commitment is to providing computer access and training. All Students and Seniors. Please enroll as soon as possible! Please call 626-791-2095

A NEW NEWSLETTER FORMAT, A DIRECT MAILER!

First Month Newsletter designed for visual impact and astectics. For business partners, and donators to Neighbors Empowering Youth! Promoting new look for N.E.Y. and partnerships!



FREE COMPUTER TO STUDENTS!

Good morning, my name is Danielle and I'm the community outreach coordinator for Neighbors Empowering Youth a 501c3 non-profit service organization.

Founded in 2000, Neighbors Empowering Youth, Inc. (NEY) exists to inspire lifelong learning and effective use of technology.

We provide educationally-useful technology equipment to low-income youth and youth serving organizations, free or at low cost, while promoting electronic recycling throughout the Pasadena/Altadena and San Gabriel Valley communities. FUTURE SITES IN LANCASTER CA.

We accept all computer related equipment and most any electronic device. Computers, laptops, networking, and telephone equipment, even cables and mice are a few of the items that we process daily. All acquired components are reused or recycled in accordance with all Federal, State, and Local regulations. None of the equipment we process is sent to the landfill NEY is a reaistered CA e-waste collector.

Since 2001 NEY has donated thousands of pieces of electronic equipment to school age youth, non-profits, and local

community organizations. NEY's ability to continue to donate this much-needed equipment is directly related to the donations of equipment that NEY receives from businesses like your and caring individuals for recycling. Give your old obsolete electronic equipment new life and purpose by donating it to NEY to help us continue donating much-needed equipment to low income and non-profit organizations. We believe that a child without a computer is like a school without pencils".

Neighbors Empowering Youth understands and accepts the responsibility of protecting our client's data. Every hard drive we receive is inspected to ensure information is erased. If not, then we do it using software that meets or exceeds all industry standards, including the Department of Defense NIST SP 800-88.

Once the wipe process is complete, any hard drive that fails the wipe process is physically destroyed. Finally, a random audit is done using data recovery software to examine the drives. If information is discovered then the entire lot is wiped again. NEY is constantly evaluating our procedures and new technology as it becomes available in an effort to provide the best possible data security for our clients.

State of the Art Learning Center

Located at 2662 N. Fair Oaks Avenue. A trusted

"Neighborhood Technology Training

Center" with three areas of focus: Computer training, STEM development

Neighbors Empowering Youth Out-reach

Program
Neighbors

Neighbors Empowering Youth in collaboration with the Flintridge center and Washington middle school identified needy and deserving students to receive donated Lockheed Martin laptops. The Flintridge center has a mentoring program that will assist students in completing homework assignments and researching assignments and researching on the Internet.

After school learning

N.E.Y. supports after school programs that bring together kids, parents, teachers, residents, community leaders and organization is vital in building strong, supportive communities. Successful after school programs that help young people become productive adults, gets parents involved in the children's education, produce safer streets. address community needs, home computer placement; adding to NEY's training and development programs real-world experience, qualified students are offered the opportunity to work in and run the repair and retail portion of the NEY Technology Center and/or being placed as employed technicians in local faith-based and nonprofit organizations.

ROBOTIC EDUCATION

A NEW NEWSLETTER FORMAT. A DIRECT MAILER!

*FREE LAPTOPS & COMPUTERS FOR STAY N-HOME STUDENTS 6-12!

as well. *N.E.Y." will be donating

CALL 626 791-2075 - July 2020 - Aug 30, 2020

AUG 1, 2020

Maiphans Empowering Youth's commitment is providing computer access and training. All Students and Spaining Pleases cored as some as possible! Please call 628-791-2095



4 pages fold into a mailer.



Neighbors **Empowering Youth** Out-reach Programs

Foster civic responsibility strengthen community groups and rally residents around a common goal

Today's empowered, informed, and supported youth become tomorrow's leaders . . . and our nation's future

LEARNING WORKS!

The FIRST Robotics Competition was an exciting, multinational sport of the mind that teams professional and young people together to solve an engineering design problem in a fun, intense and competitive way. The competitions was high-tech spectator sporting events; the result where lots of focused brainstorming, real-world teamwork, dedicated mentoring, project timelines and deadlines. The competitions show students that the technological fields hold many opportunities and that the basics concepts of science, technology, engineering, math, and invention are exciting and interesting.

That kickoff event was April 3, 2014. Today we need your top preformance and committed to these poor and low income neighbors that we service. Together with your grants, donations and scholarships there can be hope and prosperity for some of our poorest families and students. New giving -a -way programs that will empower and equip young men and women with the skills necessary to compete in today's information technology fields. Special invitations are being

Lockheed Martin IT team, Principles from all the local high schools and several local Pasadena-based youth serving organizations









Hello PARTNERS AND FRIENDS OF Neighbors Empowering Youth. It's time to give a needed hand to our children and seniors in this hour of great crisis through out our cities, states, and country. We need you more than ever, we need your bounditful Donations and generous gifts, Scholarships and Grants. This year is a heartfelt challenge. With schools shut down, we need your support more than ever.

Especially with the Covid-19 virus, we must protect our future students, educators and staff as much as possible.

We are asking for more bigger sponsorships, scholarships and grants this year. We are hands on with the poor and needy everyday, see you their d. These famlies are the left behind and way under priviledge children, and seniors.

Computer Software Training - Coding Python C++, 3D Printing and Graphic Design!

- · COMPUTERS TECHNICAL TRAINING WORKSHOPS ON ROBOTICS
- VIDEO PRODUCTION AND EDITING

With a new dawn on the horizon, we are optimistic and open to every new and exciting challenge ahead. We offer new technology, art training in business, real world job

- · ADDITIONAL WORKSHOPS AND OPPORTUNITIES OFFER:
- 1. Educational Enrichment
- 2 Technical Job Training
- 3. Internet Safety & Awareness. 4. Community Sales & Service.
- 5. Entrepreneur Training
- 6. Free Computers to Students

NEY's Graphic Design Course: This course ensures that you will have the skills necessary to

NEY NETWORKS

assignments and researching







A NEW NEWSLETTER FORMAT, A DIRECT MAILER!

First Weekly Press Release designed for bright and fun colors. With excitement for a direct mailer that brings information directly to your partners for committment and sponsorships! Promoting a fresh change for N.E.Y. and students and future programs.

N.E.Y.'S FREE **COMPUTERS GIVE-A-WAYS**



JOHN SMITH CEO/OWNER

NEY BOARD MEMBERS GLORIA MICHAEL NICOLE **MARSHA**

LA County Supervisor, Michael Antonovich,

Pasadena Council members Jackie Robinson and John Kennedy,

Pasadena Unified School District President and Vice President.

Pastor John Lewis. as well as members of the clergy community coalition, members of

Congressman Adam Schiff,



THANKS TO OUR SPONSORS







California Institute of Technology

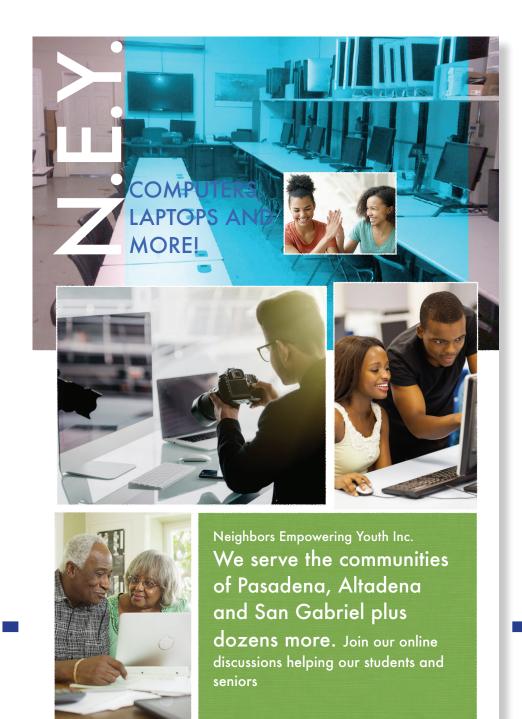
leidos ManTech.

DIRECT MAIL 44"x64" (3) FOLD OUT **PROMOTIONAL NEWSLETTER MAILER!**

A New foldable newsletter mailers. New formattng and imaging, bright colors and text for Neighbors **Empowering Youth!** Promoting news and informaton for a brighter day and a new look for N.E.Y. and partners and scholarship programs.

NEIGHBORS EMPOWERING YOUTH 2662 N FAIR OAKS AVE. ALTADENA, CA 91001 CONTACT@ **NEYPCWORKSHOP.ORG**

> Name goes here 4321 First Street Anytown, State ZIP



FLYERS 7x5" FOR PROMOTIONAL INFORMATION AND EVENTS

First Weekly Press Release designed for visual impact and astectics. Strong messaging and promoting partners logos and committeent to Neighbors Empowering Youth! Promoting new look for N.E.Y. and schoos districts and parents.



POSTER DESIGNS 24x36" Front Windows and Social Media.

NEY FOUNDATION INC - PRICES AND COSTS 7-10 MULTI-MEDIA PROJECTS

EVOKE MEDIA MARKETING & NEIGHBOR EMPOWERING YOUTH INC. Marketing contract to complete 10 PROJECTS MAY 20, 2020 THRU AUG 20, 2020.

Description	DESIGN HOURS	RATE	Cost
1. Press release for students, computers, Seniors, give-a-ways, repairs program, partners and donations. Layout Designs	20	\$50.00	\$1,000.00
2. Constant Contact email blast for students, donations, programs 4-6 months. Designs, marketing strategy	20	\$50.00	\$1,000.00
3. Re-design a new website with links to email blast, website, etc. 2 months - from June-Aug. 2020. Wix.com (4 website)	3	\$50.00	\$150.00
4. Website designs, development and management, hosting uploads, links, testing, revises, full launch and monitoring	40	\$50.00	\$2,000.00
5. Photos editing and enhancement 25 photo editing.	2	\$50.00	\$100.00
6. Content writing and editing for all projects	10	\$50.00	\$500.00
7. Redos, revises, corrections	3	\$50.00	\$150.00
8. Newsletter redesign, re-write, tbd- Fall 2020	8	\$50.00	\$400.00

- 9. Also social media production ads, links, contacts. Facebook, twitter, Instagram etc. Media Ads, banners and monthly updates, information and videos. TBD
- 10. Video Production classes online Video curriculum, online objectives, software training, testing and certifications. TBD
- Ms. White is a Career Technical Educator with the State of California. Had taught for six years in the PUSD school district.

Dominque Tanner is a graduate of Los Angeles Trade Technical College - Associates Arts Degree in Visual Communication. She is the instructor for Online Video Production Program, NEY.

Ms. Vera Robbins White

310-719-5043

Please visit our website @ www.evokemediamarketing.com | Career| Sr. Art Director/Designer in Advertising, Marketing, Packaging, Website Design and Print Production medias. |

| Highlights |

- 10 years of successful in Creative Cloud Adobe Photoshop, Illustrator, InDesign, Muse, Keynote more.
- Expert in team management, media plans, presentations and even tempered in tight spots.
- 20 yrs experience in print advertisement, website design, and marketing consulting.
- Managed Web Development/Designs, launched Facebook e-commerce, Twitter accounts etc.
- 7 years experience in e-publishing designing e-Magazines, newsletters, blogs for www.issuu.com www.3hBeautystores, www.Kizureironworks.com.
- Expertise in networking iMac computers with large format digital portals for publications.
- Excellent student and classroom management. Fun and exciting projects, common core principles
- Partnered with PCCollege, Universal Studios, Pathways, and local businesses updating management skills.

| Visit my websites clients and projects @ www.evokemediamarketing.com |

- Art Director and Designer of national catalogs, books, and magazines in Quarkxpress and InDesign
- Specialized art direction for national events, promotions, direct mailers and trade shows.
- Designed and launched email blast, social media content, facebook and twitter, blogs and videos.
- Directed visual communications through all print media such as displays, billboards, buses etc.
- Specialized in complex projects wall graphic designs, typography expert, logos artwork.
- Work with businees to develope brand identities, campaigns and social media.
- InDesign style sheets, formatting and logos and great layout style, tradional and classic.
- Storyboards and concepts for company videos, designed and develop for social media and emails.

Career Experience

- Olients include: Macys, NFL, Global Beauty Products, Kizure Products, Doggie Fresh, Taste of Soul.
- Riverside Rop Teacher PUSD Rop/ CTE Teacher, John Muir H.S. Pasadena H.S.
- Dots-Online E- Pubilcation, Graphic Designer and Writer for SBA, CEO's and Small businesses.
- Asst. Art Director, Sr. Graphic Designer Robinson May Co., No. Hollywood, CA.
- Macy's Dept. Store Advertising Dept. San Fran. CA Fashion Director, Graphic Designer
- I. Magnin, Emporium, Wienstocks, and Fashion Art director, and post production artists.
- Photos Director and editor for major accounts, Hired photographers, models, stylists in and on location.

Education

Associate Arts Degree, Commercial Art, Trade Technical College, Los Angeles, CA Certificate in Graphic and Web Design, University Riverside, CA

Bachelors of Arts (Expected) - Advertising | Graphic Design, Cal State Univ. San Bern. CSUSB California Pathway training, English Language Learners Certificate. CTE Design and Management courses. Adobe California Teachers Credential Designated Single Subject, Graphic, Printing, Web, and Visual Arts Expert | Otis Arts Institute, CA. | Platt College, CA. | Academy of Art College, San Francisco, CA

DOMINQUE TANNER

3200 Haven Avenue, Rancho Cucamonga, CA 91730 | tanner.dominque@gmail.com | (4

- Proficient on both Mac and PC computer platforms
- Experienced with Adobe programs: Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Flash Motion Graphics, Dreamweaver, Muse, Fireworks, and Acrobat
- Additional skills and software: Word, Excel, PowerPoint, iMovie, and Sony Vegas

Education

Los Angeles Trade-Technical College, Los Angeles, CA Visual Communications, Certificate of Completion (June, 2018) | Visual Communications Associate Degree (December 2018)

Disciplined in print and web media: digital prepress and typesetting, logo design, traditional storyboarding, motion graphics and animation, photography, photo manipulation, photo drawing, computer illustration, digital painting, package design, advertising concepts, retouch, film, video editing, web programing, web layout and design.

Experience

Program Assistant, Los Angeles Trade-Technical College, Bridges to Success Center June 2016 - August 2017

homeless, minority, previously incarcerated, and veteran students. Additional services I provided for providing them with general information regarding important dates, upcoming events, and campus answering any questions concerning specialty programs, including: K-12, AB540, disabled, senior, services, such as: EOPS, Financial Aid, Admissions and Records, the Assessment Center, etc. Also, Assisted an average of 300 students a day through the entirety of their enrollment process,

- Photographed and printed Student ID cards
- Helped students with application submission and processing issues
- Step by step assistance with the student portal, and signing up for classes
- Organized all paper applications (including K-12), course-request cards, and add and drop-slips before submitting to Admissions and Records for further processing
 - Hosted several campus events, in-person orientations, and application workshops
- Constant communication with students via phone and email, providing reminders, event and program updates, and technical support
- Main designer for all print media published through the Bridges to Success department

Reference

Monique White, Project Manager

Evoke Media Marketing & Advertisement Moniquewhite2013@gmail.com

(323) 271-8817



VERA WHITE - SENIOR CREATIVE DIRECTOR
MONIQUE WHITE - EXECUTIVE ACCOUNT SUPERVISOR
DOMINQUE TANNER - JR. GRAPHIC DESIGNER
E: evokemedia2020@gmail.com
W: evokemediamarketing.com