

NEIGHBORS EMPOWERING YOUTH INC. A NON-PROFIT CORPORATION

**N.E.Y.**

NEIGHBORS EMPOWERING YOUTH INC.

**MARKETING**

**MULTI-MEDIA PROJECTS**

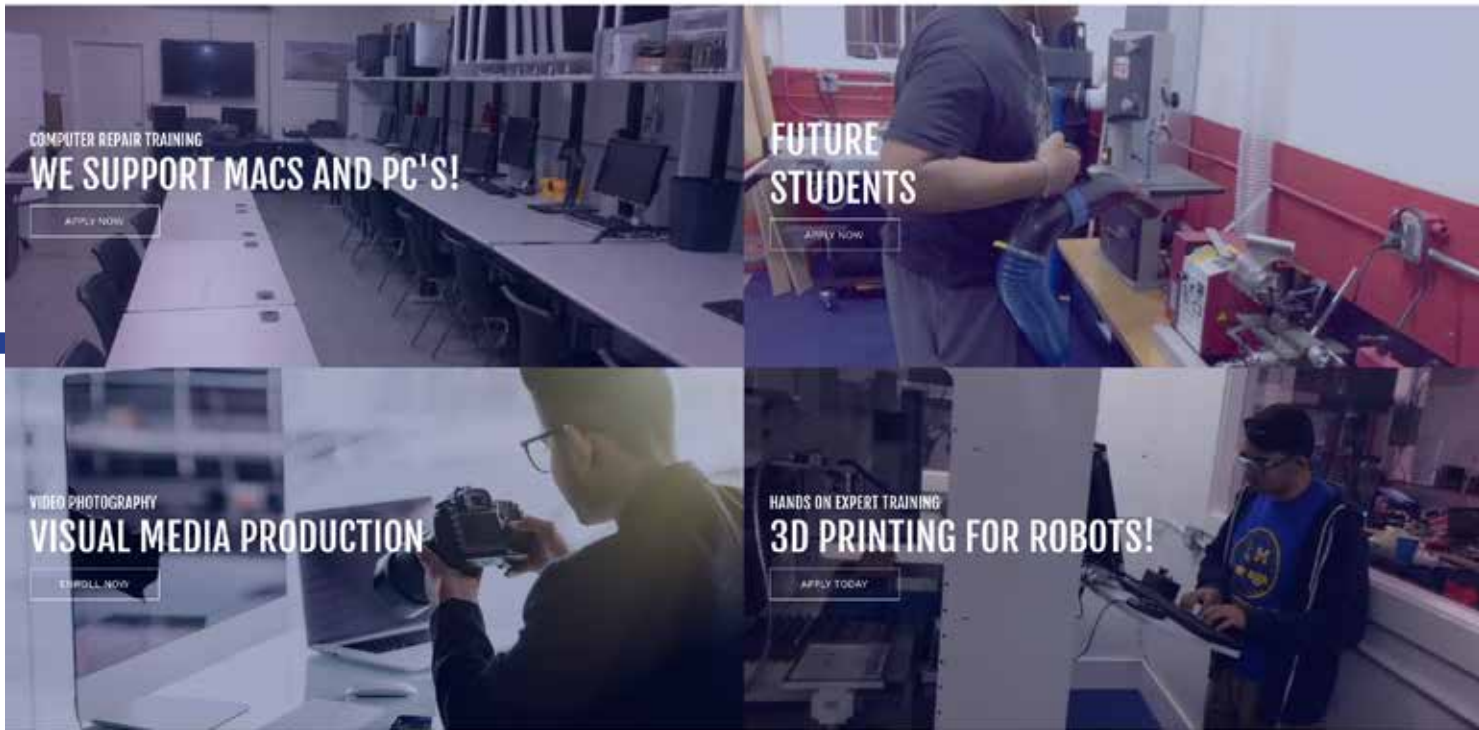
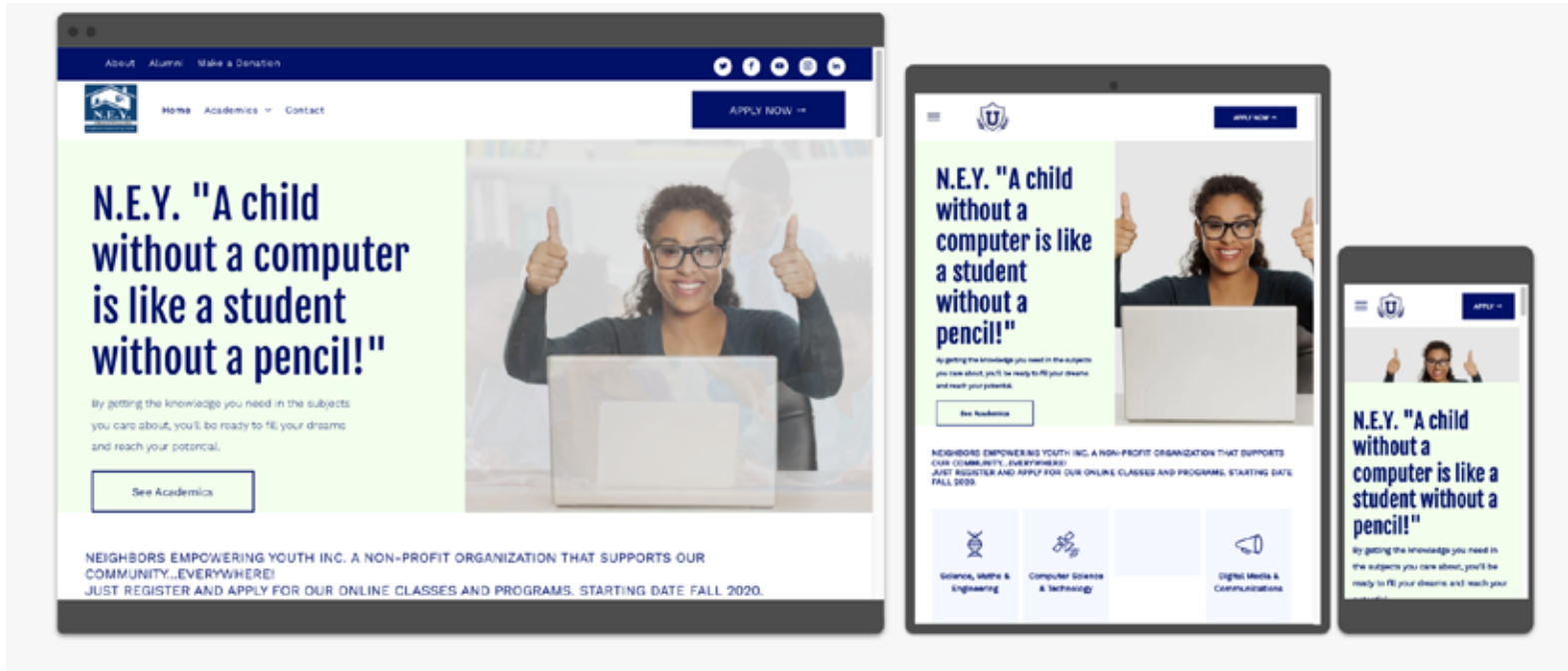
**COST ESTIMATIONS & BUDGETS 2020**

***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. Therefore, going forward at N.E.Y. we will continue to serve others, through service, donations, and coraporation with to the local neighborhoods.***

*Therefore, N.E.Y., board of directors, and CEO John Smith has decided to change educational training, events and offices, towards a temporarily more positive direction. As of July 2020, N.E.Y. will use its give-a-way programs and long standing within the communities of Pasadena, Altadena and more, to build on what N.E.Y. can truthfully offer during this pandemic crisis and devastation. Most likely, computer sales, computer repairs and computer and laptop give-a-ways to home students.*

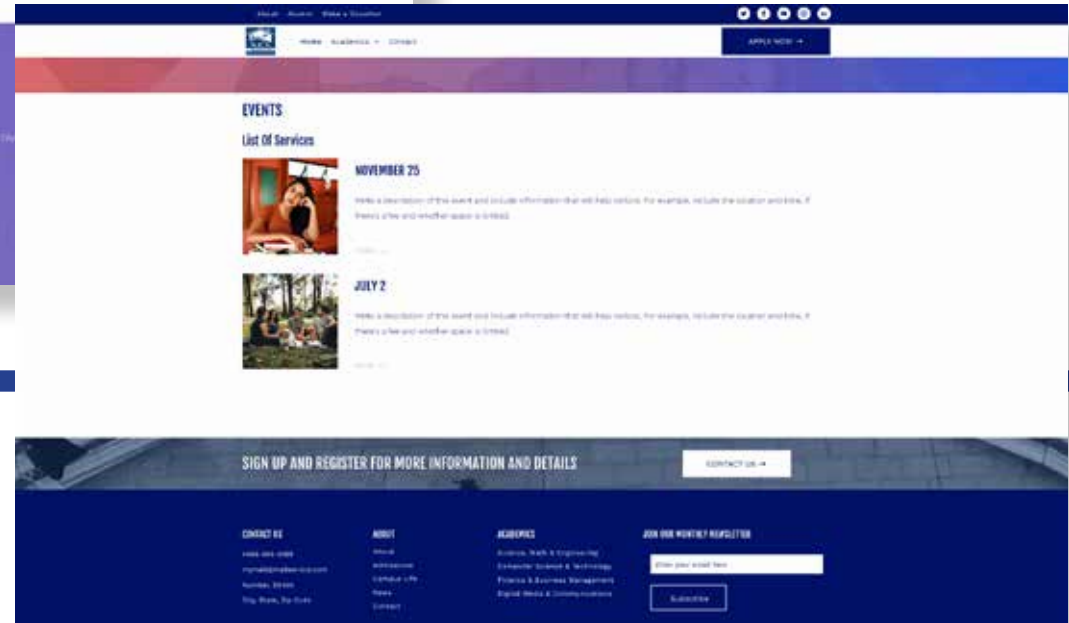
- 1. N.E.Y. website 10-20 pages and links with compensive interactive web pages for computers, iphone, and ipad layout formats, text style, color and branding.**
- 2. N.E.Y. new press releases to community newspapers, social media, and internet network.**
- 3. N.E.Y.new email blast to begun July 25, to over 300 emails throught 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. NEW 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 bassy 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.**



**WEBSITE DESIGN FOR  
A NEW N.E.Y. WEBSITE  
IMAGE AND PROGRAMS.  
[www.neyworkshops.org](http://www.neyworkshops.org)**



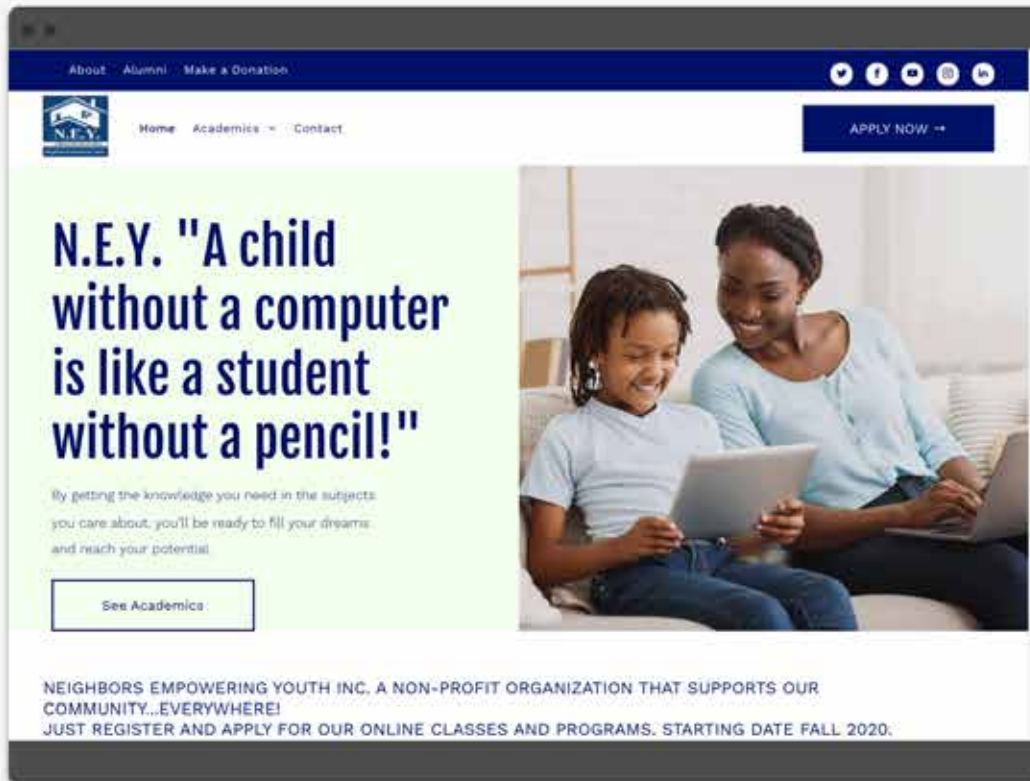
**WEBSITE DESIGN FOR  
A NEW N.E.Y. WEBSITE  
IMAGE AND PROGRAMS.  
[www.neyworkshops.org](http://www.neyworkshops.org)**



**Starting a direct marketing campaign to launch between this July 30, through Sept. 30, 2020. We by, hiring Evoke Media Marketing, Ms. Vera Robbins White. EMM will support NEY 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. Evoke Media Marketing, 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](mailto:evokemedia2020@gmail.com).**



***New website launch date July 30, 2020  
for the computer, ipad and iphone for-  
mats.***

Neighbors Empowering Youth

# PRESS RELEASE

## NEY's Summer/Fall Training Programs!

**Hey! It's Neighbors helping Neighbors with Training Programs for Robotics, Graphic & Fashion Design, Videos and 3D Art Illustration!**

Neighbors Empowering Youth is launching new and exciting Robotic Classes and competition for Summer 2021.

Now is the time we need your support and encouragement. With a new dawn on the horizon, we are optimistic and open to every new and exciting challenge ahead.

With new additional technology and art training in the fields of Graphic design, Fashion design and Video production, to set it off!



Neighbors Empowering Youths  
some of our Great Partnerships and Sponsors.



Neighbors Empowering Youth

In response to the Covid 19 pandemic crisis and Neighbors Empowering Youth's wishes to double it's commitment to providing computer access and training. All Students and Senior must enroll as soon as possible. Please call 656-791-2065

Director of NEY  
John Smith

# PRESS RELEASE!

## FREE COMPUTERS W/ CLASSES! ENROLL ON-LINE TODAY!

[www.neyworkshop.org](http://www.neyworkshop.org)

Hello Neighbors! 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
- GRAPHIC & FASHION DESIGN (live)

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

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.

Students receive FREE Laptop!



Also After 100 students complete their course for acceptance!



Congressman Adam Schiff says NEY is real - Political Post!



## NEY'S COMPUTER Training Programs! FREE LAPTOPS AND COMPUTERS FOR IN-HOME STUDENTS AND SENIORS!

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.

NEY is a LICENSED MICROSOFT REFURBISHER! and we recycle electronic waste, thereby reducing the amount of waste material is sent to our landfills.

Neighbors Empowering Youth Inc. is Thankful for Donations from Corporations and partners like them!



Neighbors Empowering Youth Programs 2662 N Fair Oaks Ave. Altadena, CA 91001

Neighbors Empowering Youth

In response to the Covid 19 pandemic crisis and Neighbors Empowering Youth's wishes to double it's commitment to providing computer access and training. All Students and Senior must enroll as soon as possible! Please call 656-791-2065

Director of NEY  
John Smith

# PRESS RELEASE!

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.

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.

NEY is a LICENSED MICROSOFT REFURBISHER! and we recycle electronic waste, thereby reducing the amount of waste material is sent to our landfills.

## \*FREE LAPTOPS AND COMPUTERS FOR IN-HOME STUDENTS K-12 AND SENIORS!



Thank you! To our Current and Previous Sponsors!



Neighbors Empowering Youth Programs 2662 N Fair Oaks Ave, Altadena, CA 91001  
Phone: 656-791-2065, Web: <http://www.neyworkshop.org>, Contact@neyworkshop.org

**New Press release for various newspapers in Pasadena, Altadena and more. Several designs for week to week publications. 10-20 layout designs.**

**Promotional New Constant Contact for various newspapers in Pasadena, Altadena and more. Several designs for week to week publications. 10-20 layout designs for summer campaigns.**

**\*WE NEED YOUR SUPPORT & DONATIONS**

**BLACK LIVES MATTER**

**YOUR DONATIONS MATTER TOO!**

**YOUR DONATIONS OF PC'S & MAC COMPUTERS & LAPTOPS**

**HELLO SPONSORS AND DONORS!** It's a new dawn on the horizon, in the middle of a pandemic. Schools and Senior Centers are closed as well. But, we are optimistic and open to every 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, adults and seniors.

**Career Technical Educators, \*Adobe Computer Software Certification and Job Training, Coding Python C++, CNC Machining, Laser Engineering, 3D Printing and Web & Graphic Design. Please sign up now. Space is limited!**

- COMPUTERS TECHNICAL TRAINING
- ROBOTICS WORKSHOPS
- VIDEO PRODUCTION & EDITING
- WEBSITE DESIGNS

**Director of NEY - Mr. John Smith**

**Thank you! To our Current and Previous Sponsors!**

**NE.Y.**  
2662 N Fair Oaks Ave.  
Altadena, CA 91001  
Contact@neyworkshop.org

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

**Director of NEY - Mr. John Smith**

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

**Limit one per family! Offer for Senior Citizens and or K-12 Students at NO COST!**

NE.Y.'s only requirement is that the recipient signs up with us as a partner, student or sponsor. Limited to low income families, and \*Internet access. If not Neighbors Empowering Youth, may be able to assist with that critical need as well.

**NE.Y.**  
2662 N Fair Oaks Ave.  
Altadena, CA 91001  
Contact@neyworkshop.org

**Director of NEY - Mr. John Smith**

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

**Director of NEY - Mr. John Smith**

**Hello 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 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 training.

**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.

**\*FREE LAPTOP AND OR COMPUTER FOR \*IN-HOME STUDENTS K-12!**



Students learning to work together in a positive environment and common goals.

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 6-12!**

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 NEY
- Programs at NEY
- 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 Weekly Press Release designed for visual impact and aesthetics. Strong messaging and promoting partners logos and commitment to Neighbors Empowering Youth! Promoting new look for N.E. Y. and partnerships!*



HANDS ON COMPUTER REPAIR AND GRAPHIC DESIGN TRAINING.



**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 registered 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 Programs**

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 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**





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



JOHN SMITH  
CEO/OWNER

NEY BOARD MEMBERS  
GLORIA  
MICHAEL  
NICOLE  
MARSHA

Congressman Adam Schiff,

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



THANKS TO OUR SPONSORS

PARSONS



ManTech.  
Securing the Future



**DIRECT MAIL  
44"x64" (3) FOLD OUT  
PROMOTIONAL  
NEWSLETTER MAILER!**  
*A New foldable newsletter  
mailers. New formatng 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 partnerships!*



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

Name goes here  
4321 First Street  
Anytown, State ZIP

NEEY

COMPUTERS,  
LAPTOPS AND  
MORE!



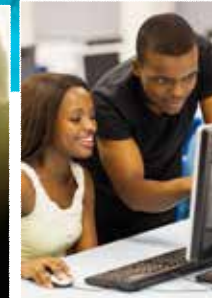
Neighbors Empowering Youth Inc.  
We serve the communities  
of Pasadena, Altadena  
and San Gabriel plus  
dozens more. Join our online  
discussions helping our students and  
seniors

**POSTER DESIGNS 24x36"  
FLYERS 7x5" FOR PROMOTIONAL  
INFORMATION AND EVENTS**

*First Weekly Press Release designed for  
visual impact and aesthetics. Strong messag-  
ing and promoting partners logos and com-  
mittment to Neighbors Empowering Youth!  
Promoting new look for N.E.Y. and  
partnerships!*

NEEY

COMPUTERS,  
LAPTOPS AND  
MORE!



Neighbors Empowering Youth Inc.  
We serve the communities  
of Pasadena, Altadena  
and San Gabriel plus  
dozens more. Join our online  
discussions helping our students and  
seniors