



OMBI GROUP, LLC

OMBI Group Newsletter | March 2020

Atlanta, GA

CEO Message



I hope this newsletter finds you and your family healthy and safe. I do not think any of us will ever forget 2020. Canceling the 2020 Draft Luncheon was no easy decision, but we hope to bring you virtual resources that will be helpful to you soon. During these times of uncertainty, it is one thing that is certain and that is that we can continue to give of our best selves. I have gone through a couple of different emotions these past weeks, but the biggest one to date has been **GRATITUDE**. I am grateful to my family, friends, and **YOU**. I am encouraged by the outpouring of love and support from many of you, either through your nonprofits or your individual giving. As you continue to practice social distancing, 20-second hand washing, and abiding by our “stay at home” mandates, let’s figure out together how we can continue to make a difference in our communities and “**Give Gracefully.**”

My prayer is that you stay safe, stay strong, and know that “*This Too Shall Pass.*”

Giving Gracefully,
Kimberly

Women's History Month

In honor of Women's History Month, we are featuring two of our Giving Gracefully Awards

2020 Host Committee members. **Trisha Stezzi** is the Founder and CEO of the purpose-driven consulting firm, Significance. **Christie Grays Chambers**, a Miami-based wardrobe consultant, is President of I Am CHIC (Christie Has It Covered).

Trisha's Tip For Corporate Partnership SUCCESS



Trisha Stezzi is the Founder and CEO of the purpose-driven consulting firm, **Significance**. She's a *Gold Halo Award-winning* cause marketer, an *AMA Award-winning* marketer, and a purpose-driven strategist that has advised top brands and nonprofit organizations of all sizes for two decades. Trisha is passionate about creating an inclusive world where everyone can thrive.

Significance generates value for clients by building win-win strategic partnerships and purpose-driven experiences that deliver against both strategic and social impact goals while creating authentic connection and fulfillment.

Significance offerings include: ***Corporate Partnership Readiness, Corporate Partnership Acquisition & Activation***, and the ground-breaking corporate partnership framework '**Champions of Good**' where **'TOGETHER WE WIN'**.

SIGNIFICANCE |
www.SignificanceAgency.com |
#DoSomethingSignificant
#ChampionsOfGood

If you're a mission-driven organization, surely you dream of major brands supporting your beautiful mission in a HUGE way. **Why is it that some causes, even small organizations, are able to secure major brand partnerships while others struggle?** Today's TIP FROM TRISHA illuminates one important reason:

A 'PARTNERSHIP' IS DIFFERENT THAN A 'DONATION'

Philanthropy is a powerful and important way that brands support causes. In this type of corporate-cause-relationship, a company, typically through its foundation, donates money or other assets to some number of organizations that are aligned with their giving priorities. A donation is made, the nonprofit acknowledges it and complies with impact reporting requirements. That's it, a great thing - definitely, but there are limitations, such as dollar amounts available and difficulty receiving long-term investment.

When it comes to "**partnerships**" it's a different story – or "can be" – if you get them right. In this scenario, the brand and the cause develop more of a balanced, two-sided relationship, co-creating partnership deliverables that benefit BOTH the cause and the brand partner. This added return on investment (ROI) to the brand partner can give your cause access to MUCH bigger budgets as well as other valuable assets – say, for example in-kind donations like a **Super Bowl Commercial!!!** Brands can mobilize their massive marketing budgets and other financial and non-financial assets for fundraising, for behavior-change campaigns, to provide pro-bono services, and to activate their employee and consumer audiences to take actions to directly support your mission...just to name a few.

Are you pitching companies for a 'donation' or for a 'partnership'?

Hopefully BOTH. If not, you may be

leaving a lot of money and other valuable forms of corporate support on the table.

Maybe it's time for your cause to *up its game* so you can *get off the bench* when it comes to corporate partnerships!

Christie's Draft Ready Fashion Tips

The Draft!! It's the day that has been in many dreams. It's the day that will change lives. It's the day when you wonder WHAT TO WEAR! Christie Grays Chambers, President of I Am CHIC (Christie Has It Covered), is a Miami-based wardrobe consultant, with clients in 9 states, answers the "what do I wear" and "how do I wear it" questions for her clients. OMBI Group asked Christie for feedback regarding attire for Draft Day and she delivered!



Should we be dressed trendy or professional?

By the time the Draft comes around, the athletes' interviews have been completed, so it's not necessarily a traditionally professional attired type of event, meaning you don't have to show up in a dark suit, white shirt and tie. However, I feel that the athletes are still under scrutiny and still interviewing until their name is called (and even after), so there is a fine line.

The Draft is more of a red carpet event, so athletes can and should take the liberty to show their own style. They can wear bold colors, prints, but still be professional by having shirts tucked in and wearing well-fitted clothes.

So, my answer is trendy, but classic.

We want to stand out. What should we do?

I'd go with one bold statement piece, for example, you can choose a gold metallic jacket, or a sequin pocket square or velvet shoes. This is not the time to take extreme fashion risks such as cut off shirts or cut off pants or oversized bell bottoms, or anything for a fashion headline. There is always fashion week or awards shows for that.

Should our clothes match as a family?

No. That's not necessary. Just don't clash with everyone wearing a different print. If a person is going to wear a print, then the others can wear colors corresponding to that print.

What if we are doing the Draft from home or somewhere else?

I advise against too casual attire, like an old stretched out t-shirt with flip-flops and socks, and avoid too dressy attire, like a full suit. Nice casual attire should be fine depending on your actual location. Be mindful that cameras will be there!

What is your biggest piece of advice?

Wear clothes that fit!! Do not wear clothes that are too tight or too loose. This goes for everyone that will attend the Draft...avoid the Terrible Too's...too tight, too loose, too short, and too extra!! Also, don't wait until the last minute for your outfit selections because you want to save time for alterations to ensure that proper fit.

Are you available to work with our athletes and their guests?

Absolutely. I can be reached on my cell phone at 305-495-9700. You can follow me on Instagram [@i_am_chic_10](#) and my website is www.IAmCHIC.net and email is Christie@IAmCHIC.net.

The New NFL CBA

On March 15th, NFLPA members voted to ratify a new collective bargaining agreement through the 2030 season. The Boardroom highlights key changes and takeaways via their infographic below. [Click the photo to go directly to their Instagram post.](#)



HOW PLAYERS VOTED

1019
VOTED YES

959
VOTED NO

500 PLAYERS DID NOT VOTE

HOW PLAYERS REACTED

"The @NBA & @MLB are doing it right. Players come first. ALL @NFL players deserve the same. WE should not rush the next 10 YEARS for Today's satisfaction. I VOTE NO."



RUSSELL WILSON
VOTED NO - VIA TWITTER

"For us as players, revenue sharing, getting a larger percentage of the pie, is important but also the overall growth of that pie is important and those two things both happen if we sign this CBA."



RYAN FITZPATRICK
VOTED YES - VIA YAHOO SPORTS

"I'm gutted for the families whose livelihoods depend on their disability benefits. I'm blown away that many current players don't realize how bad the economics of this deal are and voted it through."



ERIC REID
VOTED NO - VIA TWITTER

"Hard no on that proposed CBA."



J.J. WATT
VOTED NO - VIA TWITTER

"Smfh. 2030 y'all do better."



ERIC EBON
VOTED NO - VIA TWITTER

#Celebrate, #Activate, #Educate Giving Gracefully Awards 2020

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Highlights



