

An invitation to be an Ambassador for Change

At Directions for Youth & Families (DFYF) we believe people want to do more for their communities, want those changes to be tangible, and don't know what to do or how to start. This past year we have all opened our phones and turned on our TVs and seen the need for all communities to come together.

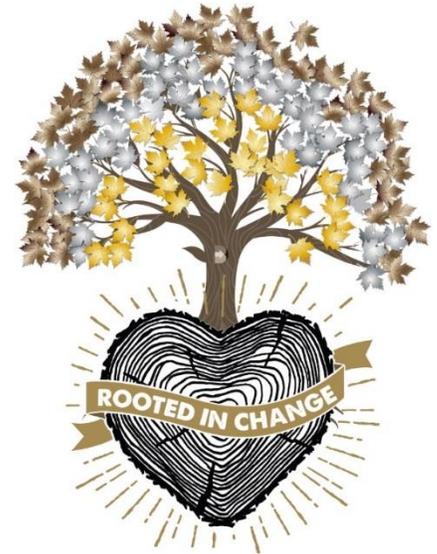


We acknowledge and believe that no one should live without access to basic needs and structures that serve as foundational elements for healthy communities. **We are excited to launch our community capital campaign for a new Crittenton Community Center** located in the Kimberly Parkway community on the far east side of Columbus. Pre-pandemic, this area was #1 in infant mortality and #1 in evictions. Crime has continued to rise, and they are now #3 in poverty. Using our *Community Restoration* model, a transferable approach that focuses on healthy community development, DFYF and our 20 non-profit partners can provide needed services to address the critical needs of this area.

Our model of care is not about a handout. It is acknowledging that a lack of resources in struggling communities is unjust. Our **Rooted in Change 1000 for \$1000 campaign** is grounded in a grassroots effort to raise \$1M for our new Center. This opportunity gives those committed to social justice a tangible way to support meaningful change. Each \$1000 supporter will have their name engraved on a leaf of our social justice tree. The tree is a symbol of the growth of a community and will be a focal point in the lobby of our new Crittenton Community Center. **We need Ambassadors to help us by running "mini-campaigns"**. If 100 Ambassadors engage 10 individuals, families, or corporations to give \$1000, we can reach our goal.

We would be honored if you would choose to serve as an Ambassador for this campaign. We will support you however we can, including providing you with marketing tools:

- 1000 for \$1000 Crowdfunding page with donation link
- Capability to have your own fundraising page
- Ambassador Fact Cards
- January 2022 at least 5 local breweries will be releasing a social justice beer to raise awareness about 1000 for \$1000. Our Ambassadors and their friends are welcome to meet DFYF staff and others involved with the project to celebrate and spread the word about the opportunity for meaningful change.



Thank you for considering making a difference in the lives of a vulnerable population who struggle daily with crime, food insecurity, infant mortality, eviction, and poverty. Let us know if you have any questions. We hope you join us as an Ambassador for this life changing project. To sign up, contact Jennifer at jvanschoyck@dfyf.org or 614.294.2661.

With appreciation,



Duane Casares, LISW-S
CEO of Directions for Youth & Families