

CASE STATEMENT

Inspired Kids

Our Mission

The mission of Inspired Kids is simply: "To Inspire Kids." This simple statement means a lot to our organization as we offer the youth of our community a platform to express themselves creatively, to inspire others, and create new opportunities for their future.



November 2014 Issue



About Inspired Kids

We are a 501(c)3 charitable organization and have tax-exempt status. With all sponsorships and donations, we help provide the students in Indiana a way to showcase their art, writing, music, and photography. We produce a monthly periodical titled *Inspired Magazine* and its contents are produced 100% by kids of all ages. Included in this magazine are inspiring stories of youth who are overcoming obstacles and challenges that will be sure to inspire and touch the hearts of our readers. This magazine can be used as a complement to any lesson plan or be read around the family table.

Keys to Success

Sponsorships

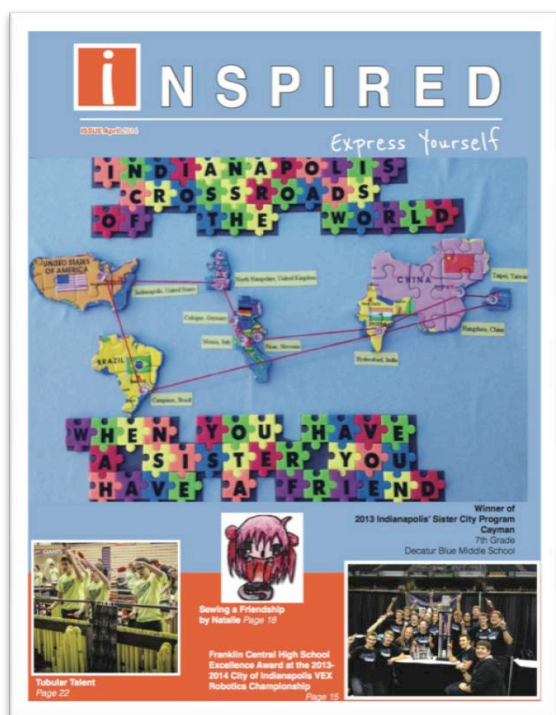
We offer various types of sponsorships that provide great business advertisement.

Community Outreach

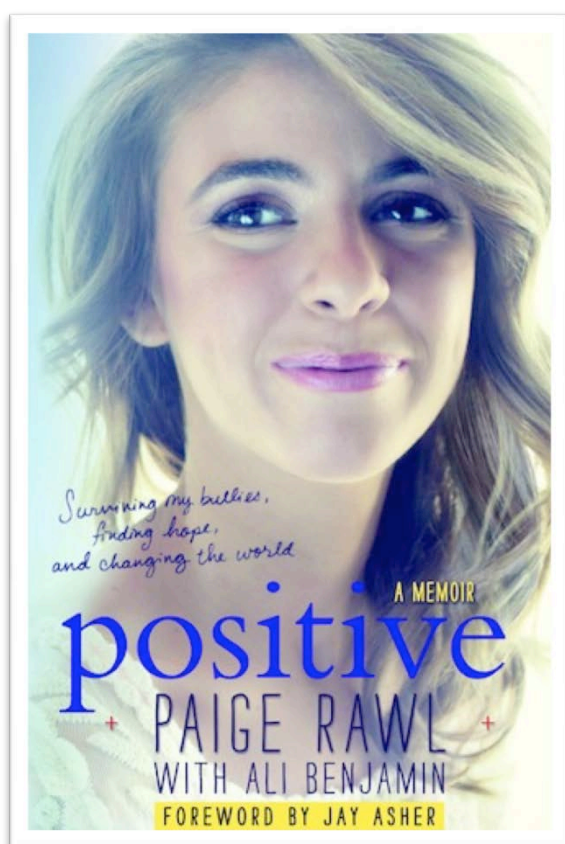
To have a strong connection with the communities that we impact is at the top of our priorities.

Name Recognition

For our magazine to be a household name and classroom staple, would mark unequivocal success.



April 2014 Issue



Featured in September 2014 Issue

How can we sustain our organization in order to continue our mission?

Short Term

Every day is a new opportunity to continue our efforts in fundraising, market our brand, and most importantly, inspire kids to do what they love. In order to produce a quarterly magazine, we need at least 9 sponsorships a year. A sponsorship or charitable donation provides our organization with the ability to pay overhead costs, salaries of employees, and print our magazine.

Long Term

Our long-term goal is to be active in major cities across the United States. Talks are currently in place, April, 2015, to launch *Inspired* San Diego in 3-5 months. Our system is replicable and there is a need for our work wherever there is a creative student that needs an outlet for their art, writing, etc. Through long-lasting relationships with youth-serving nonprofits, corporations, school systems, and most importantly, the kids of the communities our magazine reaches, we can create a sustainable organization.

What Sustainability Means to Inspired Kids

Sustainability is an overarching term that is often defined in different ways. Sustainability for us is creating a remarkable magazine for students, teachers, schools, other nonprofits and families of our Indianapolis community. Every issue of our publication presents a new opportunity for children to be featured, therefore, we have a responsibility to remain active, in order to inspire them to be creative.



Market Analysis

Inspired Kids recognizes children in the community by publishing their works of art, writing, poetry, community service, and more. These printed magazines are then distributed throughout the community at local schools, churches, libraries, the Children's Museum, and other children friendly venues. Local and National organizations can support our 501(c)3 nonprofit by purchasing a sponsorship. This sponsorship covers the cost of producing the magazine as well as administrative costs. An added benefit for a potential sponsor is advertising and positive Public Relations.

Currently, we are the only magazine in Indiana that publishes work solely produced by kids. By publishing their work, Inspired is providing other students with inspiration and the gratification for those published. Other students of all ages, teachers, and parents view their work.

Inspired Magazine targets kids of all ages. However, we prefer to publish the work of those between the ages of 8 and 18. We have already taken exceptions to this age range as there is material that is just too inspiring to pass up!

Pricing of our Magazine

Inspired Magazine is distributed for free to places where kids are present. As a nonprofit organization, our mission is to inspire kids, not make a profit off them. We want every child to have the opportunity to read our magazine and to dream the same dream of one day being featured in our publication.

Though we distribute our magazine for free, we still have monthly expenses. Inspired Kids is doing all that we can to provide a quality product for minimal costs.

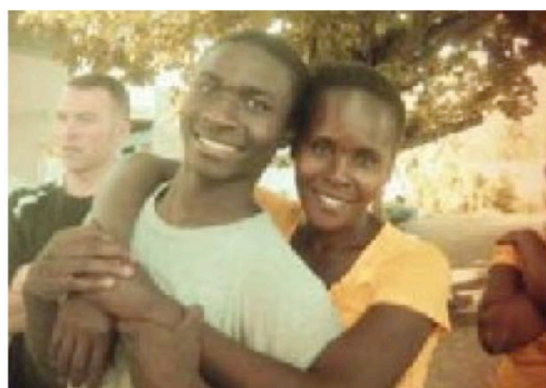
Sponsorships

Section Sponsorship

This sponsorship is \$7500 and includes sponsorship of one-of-nine regular sections (Art, Writing, Poetry, Video, Photography, Community, Science, Sports, and Community Service). Additionally, this section sponsorship includes a full page ad in every edition we print over a year. It also includes splash screen on our monthly digital App (Inspired Mag), multiple advertisements on our website (www.readinspiredmag.org) and multiple mentions via our growing social media throughout the year.

Community/Section Page Sponsorship

This sponsorship costs \$1,000 and includes your logo and a fifty word description of what your organization is doing in the community, especially what you are doing with Kids. Your listing is for one full year of publishing *Inspired*.



Other Sponsorship

Section like Sponsorships are available with contributions from \$1500 - \$5000. These include full page ads, Section Sponsorships and promotion of your organization via Social Media and other venues.



Partnering Sponsors

Partnering together means working together and includes helping each grow our programs, our organizations and our Kids. We welcome conversations with many who serve Kids in Central Indiana, and beyond, to explore ways to work together and to, of course, Inspire Kids!

Your sponsorship is a tax-deductible contribution to Inspired Kids

Future Plans For Inspired Kids

Emb(RACE) Arts Project

In the very near future, Inspired Kids plans to host a three-part project aimed at providing kids with a venue to talk about their perspectives on racism, tolerance, diversity, and worldly topics. The three parts include:

1. An annual gallery of youth art with a discussion panel.
2. A monthly section in *Inspired Magazine* labeled Emb(RACE) publishing kids' artistic submissions revolving around the topics listed above.
3. A program offered to schools that addresses, shares, and teaches students about race, tolerance, diversity, and world-views.

The Emb(RACE) Arts Project reshapes notions of race by delivering the message through the eyes of our youth. We will be teaming up with organizations around Indianapolis including the Southern Poverty Law Center, the Noetic Institute, and the YMCA. Our goal with this project is to invoke meaningful discussion, arts appreciation, and to inspire change within our community, using children's art as the inspiration.

Youth Entrepreneur Program

Inspired Kids will host a Youth Entrepreneur Program. We will host a regular gathering at a convenient location where the topic of discussion will be inspiring our youth to dream big, start a business, and reach for their goals. We will include local celebrity entrepreneurs as guest speakers to share their experiences, teach kids, and provide them with life-long lessons.

We are working with Lemonade Day and Dreamapolis to introduce PitchFeast for kids, a quarterly competition for children to share their entrepreneurial ideas with the opportunity to win funding to make their ideas happen. We will feature these kids in *Inspired Magazine*, and encourage local media to feature their stories.

For more information about Emb(Race) or the Youth Entrepreneur program, please contact Inspired Kids.

More Information

Your support of Inspired Kids will allow us to sustain ourselves as a new nonprofit. It will allow us to produce, publish, print, and distribute our remarkable magazine and continue working with others To Inspire Kids.

Additional Information including our case statement, our strategic plan, and more detailed plans are available.

Working Partnerships

Over the last year, Inspired Kids has established working partnerships with many throughout the Indianapolis area. These partnerships include: financial sponsorships, content, distribution, and support of our efforts To Inspire Kids.

Working partnerships include: The Children's Museum, Conner Prairie, Indianapolis YMCA's, Indianapolis Public Libraries, Riley Children's Foundation & Riley Hospital for Children, The Lilly Family School of Philanthropy, The PEERS Project, Earth Charter Indiana, Spaceport Indiana, the IUPUI School of Education, Junior Achievement, Tucano's Brazilian Grill, Lincoln Square Pancake House, Roberts Camera, Indy Eleven, and many more.

Closing

In our first two years of existence, we have been overwhelmed with support from the Indianapolis community. From our initial idea, to our eight published magazines, we have been told "what a great idea!"

We have featured the work of hundreds of kids, dozens of other youth serving nonprofits, and more. Everyone loves the idea of a magazine written 100% by kids and your support allows us to continue our efforts To Inspire Kids.

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Founder and President

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