



Guiding the Journey to Responsible Living™

December 22, 2008

Dear Friends,

Greetings from the Zoeza Institute! As a supporter of our organization, you are receiving the first, of many, quarterly updates. The purpose of the updates is to keep you apprised of our progress, successes, and evolving needs.

As you know, our [mission](#) is to provide comprehensive services for at-risk youth from non-traditional care settings in order to help each transition to responsible and independent living. Research shows that this target group's needs often go unmet as they age-out of essential care services. These individuals are at an extremely high risk of becoming homeless or incarcerated.

Since our launch in the Spring of 2008, our accomplishments include the following:

- Completed formative research analysis and [strategic plan](#);
- Filed IRS tax-exempt 501(c)(3) application;
- Registered for city, state, and federal operating certifications;
- Launched intranet portal and website, www.zoeza.org;
- Produced graphic design templates and complete marketing collateral package (logo, stationary, [brochure](#), etc.);
- Engaged Pamela Thistle PR as our public relations representative;
- Appointed a premiere [Board of Trustees](#) representing unparalleled field expertise;
- Formed a partnership with [White Williams Scholars](#) to offer intensive mentoring services for high-performing at-risk youth in Philadelphia;
- Launched a field [program](#) that will assess the efficacy of our [SMART™](#) model—to support plans to scale to other markets; and
- Hired a Director of Mentoring, [Monique Farquharson](#), to coordinate and manage our youth intervention activities.

We have accomplished all of the above with no outside funding. However, we owe a debt of gratitude to the following individuals for their significant support:

- Howard Solomon, Esq. (Incorporation);
- Maggie Pederson (Web Design);
- Cory Brookes (Graphic Design); and
- Board of Trustees (Content/Planning/Programming).

We need your help! As we prepare for the first quarter of 2009, we are dedicated to fulfilling our most immediate needs which include:

1. Fundraising. Now that we have developed our organizational structure and are working with youth in the field, we look forward to securing funding in order to sustain our activities as well as to increase the scale to a wider service platform. Please review our [Donor Request Statement](#) and consider supporting our effort to achieve challenging objectives.
2. Advisory Board. We want to recruit additional accomplished individuals, with cross sector expertise, to serve on our [Advisory Board](#). Of special interest are candidates who have experience and/or expertise to guide us through our initial capital campaign. You are encouraged to nominate outstanding prospects at admin@zoeza.org. Your suggestions will be greatly appreciated.

We are sincerely dedicated to successfully developing this initiative. Your interest and cooperation is helping us to significantly improve the lives of one of the region's most challenging segment of at-risk youth. Thank you so very much for your support. Happy holidays to you and yours!

Sincerely,

A handwritten signature in black ink that reads "J. M. Wingard".

Jason Wingard, Ph.D.
Chairman & President

A handwritten signature in black ink that reads "Phillip W. Cuffey".

Phillip W. Cuffey
Executive Director