



CAMPAIGN BOOK



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SITUATION ANALYSIS



INTRODUCTION

The purpose of this situation analysis is to gain a deeper understanding of the nonprofit organization Caleb's Pitch, including its origins, audiences, competition, and general communications strategy. Through this analysis, we will gain insight into the organization's strengths, weaknesses, opportunities, and threats. The focus of our analysis will be limited to Caleb's Pitch's strategic communications strategy, including the internal and external factors that play a role in the organization's overall ability to communicate effectively.

This situation analysis is meant to represent a snapshot of the organization's current communications strategy and environment, and will serve as the foundation for subsequent reports and recommendations.

CALEB'S PITCH OVERVIEW

Caleb's Pitch was founded in 2009 by Tim Jacobbe to share the memory and spirit of his nephew Caleb Jacobbe, who passed away at age 8 from cancer. Named for the perfect pitch Caleb threw out to open a Boston Red Sox game just weeks before his death, the organization is dedicated to providing memorable experiences for children and families dealing with serious childhood illnesses. By sharing Caleb's inspiring story and infectious spirit, Caleb's Pitch hopes to enrich the lives of families and children through some of his favorite activities, including syringe painting and visits from college athletes.

CALEB'S PITCH HISTORY

Caleb's Pitch held its first syringe art event on May 15, 2010. Since then the activities offered have varied, but syringe art events have been the flagship activity of the organization since 2010. The organization has helped children create more than 100 paintings since 2010.

In the past, Caleb's Pitch has also offered family fun nights, and various fundraisers such as raffles, and golf, tennis, and poker tournaments. Children have also had the opportunity to interact with Florida Gator athletes from the gymnastics, football, basketball, and baseball teams.

Caleb's Pitch has also expanded beyond Gainesville to include syringe painting events at the University of Wisconsin and University of Missouri.



CALEB'S PITCH TODAY

Today Caleb's Pitch continues to offer syringe painting at UF Health Shands Hospital every other Wednesday to patients on the fourth floor. The Caleb's Pitch executive board has five members, and eight others serving as board/staff members. Caleb's Pitch also has six regular volunteers who attend the syringe art events.

While the organization has steered away from its twice a year fundraisers, it's looking to reinstate those programs. Founder Tim Jacobbe has also expressed interest in covering the travel costs of families who have to travel long distances to participate in the organization's activities. Caleb's Pitch is also looking for ways to expand to more schools, potentially all SEC and Big Ten division schools. Continued expansion is important to the organization.

MISSION STATEMENT

From the Caleb's Pitch website: "Caleb's Pitch is a nonprofit organization dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses."

DESCRIPTION OF SERVICES

Caleb's Pitch currently provides syringe painting activities every other Wednesday at UF Health Shands Hospital for children and families struggling with severe childhood illnesses. It also sponsors the Caleb Jacobbe Camper of the Week Award, which is "presented to the camper who displays the most heart, hustle, sportsmanship, and passion for the game."

TARGET AUDIENCE

AGE RANGE, EDUCATION, GEOGRAPHIC LOCATION, ETC. OF TARGET AUDIENCE

Caleb's Pitch has multiple target audiences, including the children and families who are the primary beneficiaries of the organization's services, potential donors, and volunteers.

Children and families struggling with severe childhood illness

The main beneficiaries of the organization's services are children and families that are dealing with severe childhood illnesses. While the organization is currently focused on children at UF Health, Tim



Jacobbe has expressed interest in offsetting costs for families that might travel to participate in the organization's event. This broadens the target audience for Caleb's Pitch events, but the target audience is likely limited families in Central and North Florida.

Potential Donors

To sustain its services Caleb's Pitch must maintain its current base of donors, and in order to expand Caleb's Pitch will need to target and cultivate new donors.

Because Caleb's Pitch offers local services, it makes sense that its target donor base be local or regional. Caleb's Pitch should also take advantage of its connection to the University of Florida (and the other universities it works with) to target professors, staff, and students of the university.

Caleb's Pitch should also look for ways to engage audiences who have a personal connection to the issue. Of the general population, 84 percent of people reported donating to a charity in the last year, and of those 69 percent reported donating to a cancer-related charity. Of those who reported giving to a cancer-related charity, 60 percent were motivated to give because a family member has/had cancer, and 40 percent were motivated by a friend who has/had cancer (D., Andy, 2012).

The overall statistics on charity donor demographics suggest that Caleb's Pitch should also focus on seniors and members of the Baby Boomer generation, as these age groups have the highest percentage of charity donors. People of these generations also donate in higher amounts, and to a higher number of individual charities (Charity Dynamics, 2012)

Volunteers

Caleb's Pitch should focus on volunteers in the immediate area of the hospitals where it provides services. High barriers to participation, like travel time, will substantially decrease the likelihood that people will volunteer. Volunteers also need to have more available free time so that they can participate. Caleb's Pitch should take advantage of its proximity to the Universities to recruit students and university staff to volunteer.



PSYCHOGRAPHICS OF TARGET AUDIENCE (MEDIA USE, LIFESTYLE, ETC.)

While psychographics can oversimplify an audience, they are useful for understanding in broad strokes how individuals in the target audience perceive themselves. This in turn can help inform an effective communication strategy.

Because the main mission of Caleb's Pitch is not to try to change people's minds or necessarily educate people about a specific issue, the target audience (for both donors and volunteers) should be people who already think of themselves as altruistic and generous. These are people who are motivated to give back to their communities and desire to impact the lives of others in a positive way.

In terms of media use, age is a significant indicator of the media donors chose to use when interacting with organizations. Nearly half of adults aged 20-29 and 30-39 indicate that they interact with nonprofits via social media while 39 percent of adults in the Baby Boomer generation indicate getting information from an organization's website. A majority of adults 50 and older report receiving information about organizations they support via the mail (Charity Dynamics, 2012).

For Caleb's Pitch, these numbers indicate that interacting with donors via the main website and through mail would likely be effective, while interacting with volunteers and general supporters should include a social media element in order to reach younger people.

AUDIENCE TRENDS

While conventional wisdom has long held that older generations tend to be more likely to donate to charities, the Millennial Generation (people born between 1980 and the early 2000s) has begun to change that. Sixty percent of Millennials reported donating to a charity in 2013, roughly the same percentage of people from the earlier generation report giving, and only 12 percent more Baby Boomers report giving.

While Millennials have less to give themselves, they're very open to fundraising on behalf of organizations. Forty-five percent of Millennials say they are willing to ask family and friends to donate, and 64 percent report being willing to fundraise through events like races. Sixty-two percent of Millennials report being willing to make a donation via a mobile device (Howard, 2014).



Millennials are much more likely than previous generations to engage in ways other than donating. For example, Millennials are more like to volunteer, fundraise (or support a friend who is fundraising), and promote organizations online (Bhagat , 2010).

For older generations, the preferred way to engage with a charity is overwhelmingly through a direct donation, but Millennials play an important role in helping an organization build capacity. Organizations need more than money, they also need volunteers, exposure, community, etc., and the Millennial Generation can play a key role in attaining those things.

INDUSTRY ANALYSIS

TRENDS

Online communication continues to rapidly change the way that nonprofits engage with their supporters and potential supporters. As more and more people report engaging with their favorite organizations via the organization's website and on social media, more nonprofits have begun to focus on building a robust online presence. By streamlining online donation and volunteer forms and ensuring that websites render correctly on any device (a concept known as responsive design), organizations can be sure to make to capitalize on increasing web traffic.

In 2013 online giving increased by 13.5 percent, and of all charitable giving, online donations represent about 6.4 percent of all donations. Notably, smaller nonprofits increased their contributions from online sources the most at 18.4 percent. This is the second year in a row that online giving has had double-digit growth rates (MacLaughlin, 2014). Online giving can be particularly useful for small nonprofits because it doesn't have the prohibitive costs associated with direct mail, and allows nonprofits to solicit donations more frequently.

For nonprofits, there is a direct line to be drawn from the increased importance of engaging users on social media, increasing online donations/volunteer-signups, and having a

responsive (or mobile optimized) website. Last year marked the first time mobile devices accounted for more than half of Internet usage in the U.S. (O'Toole, 2014). Of that time, users reported spending 86 percent of the time using apps (with a big portion of that likely being social media applications) (Perez, 2014). This underscores the importance of engaging with users on social media and using social media as a gateway to bring potential donors/volunteers to the



organization's website. The last piece of the puzzle is having a website that displays properly on a mobile device, and quickly funnels users to a place where they can donate, sign up to volunteer, and learn more about the organization.

MACRO-ENVIRONMENTAL ANALYSIS

After taking a hit during the 2008 recession, charitable giving is once again increasing in the U.S. Overall charitable donations reached \$335 billion in 2013 with individuals donating \$241 billion of that amount. In 2013, overall charitable giving increased by 4.9 percent, and 2013 marked the largest year-to-year increase in charitable giving since the recession. While very large organizations saw most of those gains, small, and medium nonprofit donations grew by 3.8 and 3.6 percent respectively (MacLaughlin, 2014).

COMPETITION:

Caleb's Pitch has both direct and indirect nonprofit competitors in the predominant area of North Central Florida. Gainesville Florida lists thirty-eight different child-resource nonprofits that offer mentorship, athletics, and/or resources to ill children (Fun4GatorKids, 2015). For the purpose of this analysis, a direct competitor is a nonprofit whose focus group consists primarily of ill or terminally ill children. An indirect competitor consists of nonprofits that are considered to be child/parent resources but are not specifically focusing on the above criteria. This paper will compare direct competitors with Caleb's Pitch, and only briefly mention indirect competitors with the notion that observing their fundraising, communication, and branding tactics are worth noting. A competitor in this instance relies on the sole factor that if a donor only wants to contribute to one nonprofit in Gainesville, what are the mental processes that could influence contributing to one organization over another from a communications perspective.

CHILDREN'S MIRACLE NETWORK

Children's Miracle Network at UF & Shands is a 501(c)3 nonprofit that is affiliated with the national Children's Miracle Network. The Children's Miracle Network was established in 1983 and currently has 170 children's hospitals in its portfolio across the nation. Since Children's Miracle Network at UF & Shands is part of a larger nationally recognized nonprofit, they tend to attract more attention from potential donors. The organization is celebrity endorsed by



Jennifer Lopez and due to all the above reasons competes with Caleb's Pitch for donor attention. The nonprofit's website appears to be undergoing some updating and rebranding from a dated, more child-centric look to a streamlined modern aesthetic. After measuring the website load time according to Pingdom Tools, the Children's Miracle Network website has a 59% faster loading time in comparison to all the websites tested with this tool. Conversely, it should be noted that the accuracy of this number is dependent on the tool used for measuring. Due to this reason, we are using this number as a rough comparison to Caleb's Pitch, whose load time is 83% faster than other tested websites. A factor to keep in mind when comparing both sites is that the number of requests is significantly lower for Caleb's Pitch than for the Children's Miracle Network and there is a substantial page size difference between both websites.

UF & Shands' program falls under the umbrella of the Children's Miracle Network and does not have a separate proprietary social media presence. Likewise, there is less control over donor funds due to its large size, so donors may feel less of an emotional and active attachment to potential contributions because funds are not locally centralized in the community. The nonprofit also collaborates with larger retailers like Wal-Mart and Publix for fundraising events. These are all factors that play into the visibility of the site and organization. Since the comparison between Caleb's Pitch and Children's Miracle Network is unfair due to size and labor, the key takeaway is the fact that higher visibility and collaboration with local vendors is needed in order to achieve the client's desired outcome.

CURE DALE'S DUCHENNE

Cure Dale's Duchenne is a nonprofit started by Rick and Lelia Ginder whose son Dale was diagnosed with Duchenne Disease, an illness that causes muscular dystrophy and death at a young age. The nonprofit's mission is to fund research in collaboration with "Cure Duchenne" to find a cure for the disease and save Dale. This organization is local to the Gainesville area and has a comparable group of volunteers to Caleb's Pitch. This nonprofit is

facing many of the same challenges as our client. There is little to no social media presence, the website is slightly outdated with expired information, and the brand needs revitalization from a marketing perspective. This organization unlike the Children's Miracle Network is locally centralized in Gainesville and holds fundraising events in the same manner as Caleb's Pitch. Both our client and Cure Dale's Duchenne rely on the University of Florida for volunteers and



community outreach services to socialize their cause to potential donors. This organization will attract donors that have strong personal attachments to their cause of curing Duchenne disease. By comparison, Caleb's Pitch is more agnostically attractive to potential donors due to the wide range of patients they work with. With this said, our client's organization as a whole does emphasize work with terminally ill children.

GENTLE CAROUSEL THERAPY HORSES

Gentle Carousel Therapy Horses is a nationally known nonprofit based out of Gainesville, FL. The organization is nationally recognized and has received substantial attention from the press. The nonprofit specializes in using miniature therapy horses for hospital, hospice, and special care facilities. Gentle Carousel Therapy Horses visits 35,000 patients per year according to its website and plans to continue expanding their service areas. Its website lists fifteen different sponsors and the organization has a large social media presence. Its Facebook page has 211,000 likes and continues to grow. Even though this nonprofit is not limited to the Gainesville, FL local chapter, it is our client's competitor since both charities focus on enriching patients lives while they are under stressful situations. It should be noted that this nonprofit updates all their communications on a regular basis.

GIGI'S PLAYHOUSE GAINESVILLE

GiGi's Playhouse Gainesville is an affiliate branch of the national GiGi's Playhouse nonprofit that focuses on connecting parents with children who suffer from Down syndrome and empowers those who suffer from the disease. Much like the Children's Miracle Network, GiGi's Playhouse Gainesville does not have a proprietary website and falls under the national network's umbrella. The Gainesville division has 1,426 likes on Facebook and they keep its accounts updated. It is important to note that allocating time for social media marketing is essential when familiarizing causes to the public. The key point when comparing this organization to our client is the way networking tools can attract sponsors and volunteers.

HORSES HELPING PEOPLE (HOPE)

Horses Helping People (HOPE) is a nonprofit established in 2000 that focuses on providing therapy to patients with special needs. This is a local nonprofit in Gainesville, FL and has 2,167 likes on Facebook. They operate with a group of volunteers that specialize in equestrian



therapy treatments. The same pattern emerges when comparing our client's campaign to HOPE as previously outlined. The HOPE organization has an updated presence on both their website and social media accounts. They also keep an active events calendar that both volunteers and donors can reference when they want to contribute to the cause.

OTHERS

The last four foundations that could be considered competitors for our client are Make a Wish, March of Dimes, Stop Children's Cancer, and the Ronald McDonald House of North Central Florida. All of these are larger nonprofits that have a much larger pool of resources to draw volunteers and funds from. The key takeaway from these competitors is brand recognition. Caleb's Pitch has done a great job of socializing their program with limited resources and their program is being adopted in Missouri and Wisconsin. With this said, these four organizations are nationally recognized and due to this reason will gain support more rapidly than our client.

GENERAL COMMUNICATIONS STRATEGY:

Caleb's Pitch has limited communications due to a deficiency in volunteers. As of June 2015, the organization has 353 likes on Facebook 61 followers on Twitter, and the organization's website has not been updated since 2012. In order to achieve higher visibility, Caleb's Pitch needs to embrace an integrated marketing campaign. Below is an outline of a three-step approach to achieving the client's goals.

The client's first goal should be to embrace a moderate rebranding campaign for the organization in order to reflect their focus area of syringe art. Secondly, the client needs to update their social media accounts weekly to reflect upcoming events and inform potential volunteers on how they can help. As of now, the organization has relied on local press, the University of Florida, and word-of-mouth to socialize their cause. The organization needs to take a proactive approach towards the marketing and fundraising for Caleb's Pitch.



As previously stated, Caleb's Pitch has a unique message and cause that many in the community can sympathize and relate to. In order to achieve a larger expansion of the program and more contributions to fund events, the organization should focus on the core areas of a website redesign with a focus on search engine optimization (SEO), organization re-branding, and a social media marketing campaign.

In order to achieve a high search ranking (meaning easier visibility when searched online), the website needs to be responsive, optimized, and frequently updated. The client should consider using a platform like Pinterest and/or Instagram to display the children's artwork. Linking the social media accounts to the stand-alone website is key when analyzing both SEO and audience familiarization with the cause.

As a preliminary goal, the organization should focus on better search engine ranking with SEO techniques. This will be achieved by utilizing the processes listed above and analytics tools. Secondly, the campaign will analyze the data collected during a specified period and will tailor the approach to both social media marketing and website improvements to better serve the client and the cause. In order to achieve the client's goals, the approach outlined will be instrumental to the growth and expansion of Caleb's Pitch.

SWOT ANALYSIS

	HELPFUL	HARMFUL
INTERNAL	Strengths Expansion Geographically Compelling Story Connection to Universities Local Focus	Weaknesses Scalability/Capacity Digital Communication Weak Funding One-time donors
EXTERNAL	Opportunities Unique activity Growth Potential Corporate partnerships Recurring donors	Threats Logo is Potential Liability Personal Liability Resource Competition Student Volunteers

INTERNAL FACTORS

Internal factors affecting Caleb's Pitch can be simplified as Strengths and Weaknesses. "Strengths" are elements that are benefitting the organization and can be capitalized on, while "Weaknesses" are elements that need improvement in order to maintain the organization's mission.



Strengths

Strengths of Caleb's Pitch are geographic expansion, a compelling story, a connection to universities, and a local focus. The organization is expanding geographically, which can help diversify its resource base (volunteers, funding, and work sites). Expansion can also bring a higher profile and wider recognition, which are forms of social capital that can again improve its resource base and access. Caleb's Pitch has a compelling story with a human face and legacy. This can increase the emotional and psychological connection with potential donors, volunteers, and benefactors. The connection the organization has with universities and athletic departments, in particular, provides a renewing source of volunteers. The local focus of each chapter allows donors and volunteers to have a greater sense of connection to Caleb's Pitch core mission.

Weaknesses

The weaknesses Caleb's Pitch is experiencing, include scalability/capacity, weak digital communication, limited funding, and one-time donors. Caleb's Pitch has a known capacity and scalability problem. According to Ms. Rivera, each student volunteer can only be guaranteed 3 hours. This can limit the enduring connection volunteers (potential future donors) have with the organization. Additionally, scalability is limited due to the hospital's capacity and requirements. Currently, digital communication and social media usage are sporadic and seem to be without a clear strategy. As with all nonprofits, funding is an issue. One-time donors amplify the problem and make budget planning difficult.

EXTERNAL FACTORS

Opportunities and threats are simplified external factors that affect an organization. Opportunities are elements that can be exploited to improve the organization's health. Threats are external obstacles that can reduce or eliminate the organization's future viability.



Opportunities

Opportunities for Caleb's Pitch include having a unique activity, growth potential, generating corporate partnerships, in-kind donations, and encouraging recurring donors. The marquee event of Syringe painting in hospitals appears to be unique to Caleb's Pitch. This provides an identity to Caleb's Pitch. It also makes the organization the expert in the field and provides social capital in

expansion. Since there is limited direct competition the organization can capitalize on its experience and expand to more campuses and hospitals. Additionally, Caleb's Pitch can approach large organizations, other than Universities, and help implement chapters in areas where Universities are not located. Additional corporate partnerships could produce fundraising capabilities and encourage in-kind donations. Pharmaceutical companies could be the official sponsor of the syringes and paint companies could be the official sponsor of paint, etc. This would decrease the overhead of the organization, increase the visibility, and most importantly help reach more children in need.

Threats

Caleb's Pitch does face a few threats to the organization such as potential logo liability, personal liability, competition for resources, and the use of student volunteers. As mentioned earlier, the current logo is a potential liability as the fonts are not licensed. As for personal liability, working with terminally ill youth or ill youth carries a large potential of liability for all involved. Finally, the use of students is a threat due to the 4-5 year limited (and perhaps seasonal) lifespan of a volunteer. This means the organization will have constant turnover and institutional memory may be difficult to maintain.

CONCLUSION

Our analysis reveals that there are many opportunities available for Caleb's Pitch to capitalize on, as well as, a few areas of weakness that should be addressed.

The real strength of Caleb's Pitch is its unique and compelling story, and the staff's dedication to sharing Caleb's life and spirit. The organization has done an excellent job expanding, which ensures increased exposure to both donors and volunteers. Another great strength of the organization is its intensely local focus. While national nonprofits may benefit in terms of press exposure, those organizations can appear faceless and disconnected from their causes. Caleb's Pitch can easily demonstrate its tangible impact in the community, a huge advantage that should be the focus of its communications strategy.

Caleb's Pitch can leverage its strengths by embracing a modest rebranding and engaging in an integrated communications plan to reach more families, donors, and volunteers. Many of the organization's current weaknesses and external threats can be mitigated by embracing its strengths and shoring up its



communications strategy. The identity Caleb's Pitch, that of an energetic, local organization making a tangible impact in the lives of children and families, should be front and center in its communications. That will give Caleb's Pitch the boost it needs to go compete for donors, volunteers, and ultimately expand to more campuses across the country.



CREATIVE BRIEF



AGENCY NAME:

Dinosaur Dynamite

ORGANIZATION OVERVIEW

Caleb's Pitch is a nonprofit organization in Gainesville, FL that is dedicated to creating memorable experiences and enhancing the quality of life for children battling severe childhood illness and their families. The organization was founded to share the memory and spirit of Caleb Jacobbe, who passed away at just eight years old from cancer. The organization's name and mission were inspired by an experience Caleb had just weeks before he passed away. Through the Make A Wish Foundation, Caleb was able to go to a Boston Red Sox game and throw out the opening pitch. Caleb's happiness and kind spirit are what Caleb's Pitch seeks to share with the children and families it benefits.

Today, Caleb's Pitch carries out its mission by sharing one of Caleb's favorite activities with children hospitalized on the fourth floor of UF Shands Health: syringe painting. Caleb produced dozens of syringe paintings in the days before he died, and now the syringe painting events are the flagship activity of Caleb's Pitch. Since 2010 the organization has helped children create more than 100 paintings, and has also facilitated opportunities for them to meet members of the Gator gymnastics, baseball, and football teams.

Aside from their bi-weekly painting events in Gainesville, Caleb's Pitch has expanded to other college campuses throughout the nation. Chapters exist at the University of Missouri and the University of Wisconsin, and the organization hopes to expand to all schools in the Southeastern Conference and Big 10 athletic divisions.

TARGET AUDIENCE DESCRIPTION

The firm has identified three target audiences for Caleb's Pitch. The first target group is children and families who are the main beneficiaries of the organization's services, the second are potential donors, and lastly volunteers.



The families served by Caleb's Pitch will primarily be located in North and Central Florida, but due to the high degree of specialization at UF Shands Health, this audience could potentially extend throughout Florida and into southern Georgia or Alabama. While the audience for syringe painting activities are families with younger children,

families with older children (i.e. early adolescence and into teenage years) can benefit from the organization's connection to the University of Florida Athletic Department.

The most promising potential donors for Caleb's Pitch are likely to be local to Gainesville and the surrounding region. People who are local to Gainesville are able to see the tangible benefits the organization offers to the families it services, and will be motivated to give back to their communities in a meaningful way in the form of donations. Additionally, donors are likely to be motivated by a personal connection to the cause, for example having a friend or family member who has been affected by cancer. In general, donors to nonprofits tend to be members of the Baby Boomer generation or older. Caleb's Pitch could also take advantage of the large population of college students in Gainesville by encouraging participation in fundraising activities.

Potential volunteers for Caleb's Pitch will likely be in the immediate area of UF Shands. UF students would be a great source of volunteers and, in addition, the organization could reach out to other civic organizations in the immediate area.

BRAND ATTRIBUTES AND ORGANIZATION'S MISSION

The organization's mission is to create memorable and meaningful experiences for children and families confronting serious childhood illnesses. The aim is to enhance the quality of life for children and their families by sharing the happiness and kindness that inspired Caleb Jacobbe.

Brand attributes for Caleb's Pitch include happiness, hope, bravery, fun, kindness, compassion, resilience, and togetherness.

CURRENT COMMUNICATIONS STRATEGY

Caleb's Pitch maintains a website, Facebook page, and Twitter account to communicate with its members, volunteers, and the public. All are infrequently updated due to a dearth of staff and volunteers. The organization's Facebook page has 353 likes, and its Twitter handle has 61 followers. The website offers an opportunity to sign up for a mailing list though the firm does not have information on how many people are currently participating.



OBJECTIVES OF BRANDING AND COMMUNICATIONS CAMPAIGN

The objectives of the firm's branding and communications plan are to 1) create a solidified identity for the organization to build on, 2) increase visibility for Caleb's Pitch, and 3) to increase engagement from the target audiences.

The firm's first objective is to give Caleb's Pitch a revamped identity that aligns more closely with its services. The goal is to eliminate confusion about the organization's role, and position Caleb's Pitch as the premier organization in Gainesville providing services to families confronting childhood illness. The firm's second objective is to make Caleb's Pitch much more visible in the community, both online and in-person. For their online campaign, the firm recommends increasing activity on social media via consistent messaging and updates, revitalizing an active email campaign, resuming fundraising activities and encouraging local businesses to participate as sponsors. Our third objective is to increase engagement by all target audiences by encouraging families to post photos of syringe painting activities, asking donors to participate in peer-to-peer fundraising activities, and allowing volunteers to sign-up and interact with staff on the organization's website.

CREATIVE STRATEGY

The firm's creative strategy was informed by an interview with Gina Rivera and extensive review of the organization's website and social media pages. From those sources, we have produced a revamped visual identity for the organization that embodies the brand's attributes including happiness, fun, and hope. Noting the organization's expressed reluctance to changing the logo, the firm has tried to simply update the current logo, ensuring that people who are already familiar with and loyal to the Caleb's Pitch brand will not be confused or unhappy.

In redesigning the logo, the firm tried to maintain the feel of the original logo while incorporating a fun color palette and updated fonts. The goal is for the logo to appeal to children and adults alike, and to express the spirit of happiness and fun that Caleb's Pitch embodies. The color palette is meant to delight and exude energy while the paint splat that forms the background of the logo embodies the organization's services. We have maintained a sports-themed font for the word



"Pitch" and incorporated a simple sans-serif font for Caleb's name that the firm feels is a better visual match with Caleb's signature and the pitch font.

Full integration of this new identity will be crucial to its success. To facilitate this integration, the firm has provided a guide with an exact color palette and fonts.

MANDATORIES

Based on our interview with Gina Rivera the firm has identified several mandatory elements for a new Caleb's Pitch website. Mandatory items include:

Volunteer sign-up form

Donations landing page

Sponsor landing page

A way to integrate event photos

Calendar for events

Press/media page

User-friendly content management system

Social media integration





LOGO REDESIGN PROPOSAL



LOGO REDESIGN PROPOSAL

In order to respect the client's emotional attachment to the current logo, the firm decided to conservatively redesign the logo to honor the organization's values and better communicate Caleb's Pitch's mission. The redesign maintains the current blue tone of hex value #1563A6 but replaces the current fonts with open source fonts. An open source font is a font that is free to share, customize, and/or collaborate with the original designer for potential improvements or variations. These fonts can be used for both commercial and private use without licensing limitations. The redesigned logo uses Open Sans for "Caleb's" and Graduate for "Pitch." The current fonts on the official logo "MA Sexy" and "All Star" require a paid license to use on any materials. Due to this reason, it is copyright infringement and a liability to the organization if they decide to continue using these fonts without the proper licensing.

We chose Open Sans (the font used for the word Caleb's) because it is closer to Caleb Jacobbe's actual handwriting and respects the origin of the nonprofit. We decided to use a multicolored scheme for the word "Pitch" and a paint splatter for the background of the primary logo, in order to represent the organization's flagship activity of syringe art. The firm wanted to create a logo simple enough that an admiring child could replicate, but easily distinguishable from any other organization. This creates positive messaging and builds on the nonprofit's goal of creating positive experiences for children while building brand recognition. In the situation analysis, the firm outlined key communication areas of improvement that both the firm and the client should focus on as part of an integrated marketing campaign. The first step towards achieving these goals is to accept a modest re-branding that will benefit all the stakeholders.

The firm also suggests for the client to have a variation of the logo that removes the paint splatter behind the words to be used at the client's discretion for varying events. This would benefit the client during fundraising events and will not limit the organization's activities to syringe art. The firm hopes Caleb's Pitch will accept the new logo, particularly in light of the font licensing issues with the current logo. The current logo may distract from the client's mission due to its ambiguity. A potential donor or volunteer might be misled by the logo to think Caleb's Pitch is a sports-centric cause.



The firm thinks it is important for the client to accept a moderate rebranding campaign to disseminate a clear message to patients, volunteers, and donors about the organization. Due to these reasons, we have made basic aesthetic changes to the logo, and if accepted, plan to rebrand the non-profit in order to reflect the essence of the organization and clearly differentiate the client's cause from other organizations in North Central Florida.





BRANDING GUIDE



LOGOS

PRIMARY



Caleb's

PITCH

SPECIAL-USE LOGOS

Light Background

Dark Background

Color



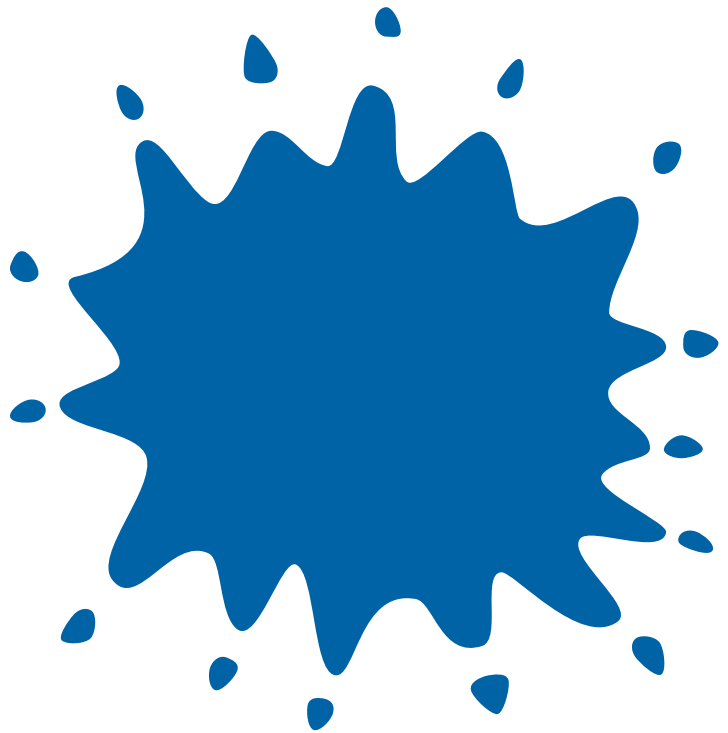
Monochrome



Grey Scale

WEB ASSETS

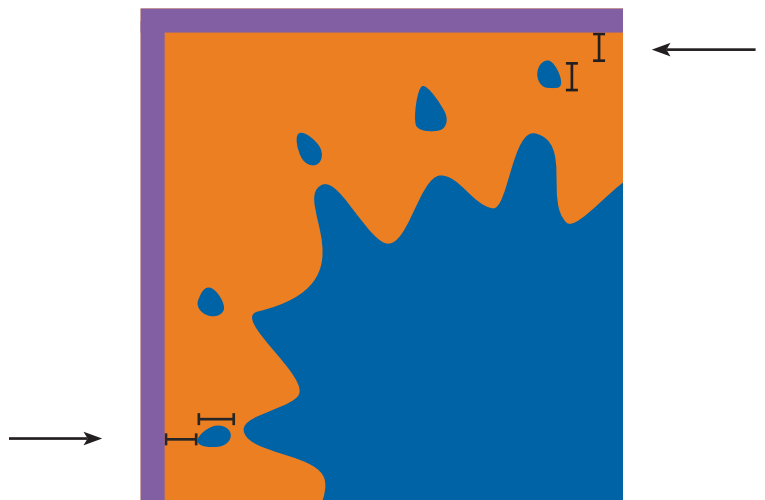
Favicon and splash graphic



Do's



Minimum recommended size 1.5"



Give a minimum clearance of about a drop's width/height (i.e., between the drops and an edge/border)

DONT'S



Don't rotate



Don't change colors



Don't flip



Don't distort



Don't change fonts



Don't make logo too small



Don't place partially or fully over Caleb's Pitch Blue

MOOD BOARD





Caleb's PITCH



#0062a4	#FFFFFF	#ffce00	#e46167	#ed7e22	#37b449	#57bfc4	#825da3
C94 M64	C00 M00	C00 M19	C05 M77	C3 M61	C75 M00	C61 M02	C56 M73
Y08 K00	Y00 K00	Y100 K00	Y52 K00	Y100 K00	Y100 K00	Y25 K00	Y02 K00



STYLE TILE



CALEB'S PITCH

STYLE TILE Version 1.2

PAGE TITLE (H1)

THIS IS AN EXAMPLE OF A H2

THIS IS AN EXAMPLE OF A H3

Font: GRADUATE

This is an example of an H4

Caeperuptas audant referre eostio exerum eatiat as ium eum quis eum isim
corepernam nonseque nonsequaero occusam, sero quisimintur, omnimos et alician
ducient, esto quiat mos maiorehenit aut rera volendio blaborero eos et alibusdae

Font: Open Sans

[Link](#) | [Hover Link](#) | [Active Link](#) | [Visited Link](#)

BUTTON

ACTIVE

SUBMIT

SUBMIT ACTIVE

ADJECTIVES:

ACTIVE

FUN

WARM

CARING

KIND

UPLIFTING CREATIVE

COLORS:



#0062a4
C94 M64
Y08 K00



FFFFFF
C00 M00
Y00 K00



#825da3
C56 M73
Y02 K00



#57bfc4
C61 M02
Y25 K00



#37b449
C75 M00
Y100 K00



#ed7e22
C3 M61
Y100 K00



#e46167
C05 M77
Y52 K00



#ffce00
C00 M19
Y100 K00



CREATIVE STRATEGY



STRATEGY STATEMENT

The firm's goal for Caleb's Pitch is to improve visibility with new marketing pieces. We think this will help the organization reach new donors, volunteers, and increase knowledge about the nonprofit.

We have focused on web, print, and event based marketing materials to reach target groups across platforms. Information-based marketing materials like trifold brochures, flyers, and print ads are meant to inform and attract individuals and families new to the nonprofit. Some of these materials may also be used in conjunction with event-based materials like event banners and business cards to promote Caleb's Pitch's mission to empower children and families with their services.

Though print ads are beneficial it should be noted that web-based marketing is substantially less expensive for a broader reach to target markets. Because of this reason, the firm has designed email templates, web banners, and social media materials. Focusing marketing strategies on free tools like social media increases SEO and exposes a larger number of target audiences to the organization's core message. Due to these reasons, the firm recommends that a thorough web-based marketing campaign should be used to achieve better results on a budget.

The firm also included examples of T-shirts and nametags to keep Caleb's Pitch's branding consistent and recognizable. Together all the marketing pieces are essential to promoting the nonprofit's message across the region and the expanding cities that are participating in activities with the nonprofit. Increasing

consistency and remaining active on all these platforms is the best way to continue the organization's legacy as a unique nonprofit in Gainesville, Florida.



DESIGN PIECES



LETTERHEAD

Dimensions: 8.5 x 11in

January 1, 2015

Mr. John Smith
1234 Alligator Alley
Gainesville, FL
12345



Dear Mr. Smith,

Apid moluptatior sim enempor sitis estrunt.

Omnis que delibus, incta cum qui beaturi tiorepelique volorepernam rerum quis dendipid quibus pro con re eicit, corporate volut volor suntem et ad exceptud aeruntur? Quia non expel imus sae et preprat ipitiunt.

Quide quas eum nis et facero et optam eossum aliquo optas aciis acero ma dita volendaerum que venieni mporepellit eum quia doluptas alicabo. Sam fugiatas cumquas pitionet aut rehendi omnis aut que sum es etum, temolor ad que et erferum laut lam et, sitam quossiti blaborem-por mostia volorest, velenih illupienit quunt, sed maxim cusdand esenisque dolupta audiassiti sit velecesti rerum netus soluptaquae nulpa ex estibea ribusto qui sa sin perum nim aligeneces que dit periam ab iliquam enditae et vendantiorum rent eaquis accus doluptaquas eost andis dem.

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Sincerely,

Caleb's Pitch



Gaineville, FL
CalebsPitch@gmail.com
352.215.5440

WWW.CALEBSPITCH.ORG

ENVELOPE

Dimensions: Standard No. 10, 9.5 x 4.125in

FRONT

Caleb's Pitch 1234 Gator Road Gainesville, FL 12345	
RECIPIENT NAME	
1234 University Avenue Gainesville, FL 12345	
	

BACK

THANK YOU CARD

Dimensions: 5 x 3.5in

FRONT



THANK YOU CARD (CONT.)

Dimensions: 5 x 3.5in

INSIDE



BACK



NAME TAGS

Dimensions: 4 x 3in



BUSINESS CARDS

Dimensions: 3.5 x 2in

FRONT



BACK



EMAIL TEMPLATE

Dimensions: 600 x 750px



Dear Caleb's Pitch Supporter,

Eptaturias dollam, quae rest, sit audi alisit, cus ulpa nulparchit alit quos alitae prerro eiciur si nist, vit qui quas reratest a dolorerum qui voluptus es illaceario bea velluptur maxim quiaturibus apic tem di blaborem niet harum adis exceati aepero min cum fuga. Ut et lat aut evel ea velitio tecestr uptibus sedi quiaerchil molorrum fugita quatinum re valoribusa consed enis aut aut magnimus.

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Atiossi tiunt. Ut as ullorestia adipicimus, consequodis asperis eaque pero deles quiam sit exceaquati dolut liquost ut landic to toriorio et ommodi assitatur.

Thanks for all you do,

The Caleb's Pitch Staff

UPCOMING EVENTS:

JUNE 26, 2015

Syringe Painting at UF Shands

JULY 4, 2015

Fourth of July Fundraiser

JULY 8, 2015

Syringe Painting at UF Shands

JULY 15, 2015

Golf Tournament

[See all of our upcoming events](#)

Caleb's Pitch

Gainville, FL
calebspitch@gmail.com
352.215.5440

Connect with us:



Visit us at:

www.calebspitch.org

[Click here to unsubscribe](#)

SOCIAL MEDIA BANNERS

Dimensions: Facebook, 850 x 313px, Twitter, 1500 x 500px

FACEBOOK



TWITTER



BANNER ADS

Dimensions: 728x90px, 160 x 600px, 300x250px



PRINT ADS

Dimensions: 7.65 x 5.25in, 3.75 x 3.5in



Help Us Continue the Legacy

We are dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses.



Help us continue and expand on what we do by making a donation today.

[HTTP://CALEBSPITCH.ORG/DONATE/](http://CALEBSPITCH.ORG/DONATE/)



Continue the Legacy

We are dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses.

CALEBSPITCH.ORG/DONATE/



FLYER

Dimensions: 8.5 x 11in



Help Us Continue His Legacy

WHO ARE WE?

Caleb's Pitch, Inc. was founded by Tim Jacobbe to honor the memory of his nephew, Caleb Jacobbe, who passed away from cancer at 8 years old.

We are a nonprofit organization dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses. Caleb's Pitch aims to share the story of Caleb Jacobbe as an inspiration to others.

WHAT DO WE DO?

Each activity we engage in is motivated by the memories we have of our time with Caleb Jacobbe. Syringe Painting combines two of Caleb's favorite things by providing the opportunity for patients to create syringe art masterpiece with athletes from collegiate sports teams and bands. Caleb's Pitch also aims to share the story of Caleb Jacobbe as an inspiration to others through the Caleb Jacobbe Award. The award is presented to basketball campers who display the most heart, hustle, sportsmanship, and passion for the game.

HOW CAN YOU HELP?

Caleb's Pitch raises a large portion of the funds we need to help children through private donations. Please consider making a donation to help us continue and expand on what we do.



[HTTP://CALEBSPITCH.ORG/DONATE/](http://calebspitch.org/donate/)

EVENT BANNER

Dimensions: 36 x 72in



Caleb's
PITCH

JOIN US FOR SYRINGE ART
TODAY!



Find us at:
www.facebook.com/CalebsPitch
www.CalebsPitch.org



T-SHIRT

FRONT



BACK



TRIFOLD BROCHURE (SIDE ONE)

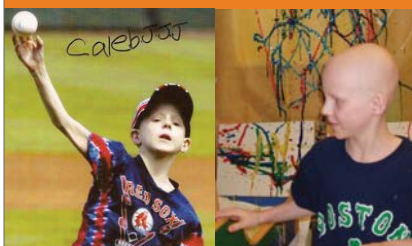
Dimensions: 7.65 x 5.25in, 3.75 x 3.5in,

INSIDE

CALEB

On May 10, 2006, Caleb passed away from cancer at 8 years old. Prior to that dreadful day, he was able to fulfill a dream by visiting with the Boston Red Sox just weeks before his death. Even though he could barely walk, Caleb was so motivated by his experience that he was able to throw out the first pitch of a baseball game. These moments created enough happiness to carry him through the final few weeks of his life. These memories help his loved ones remember Caleb's last moments and realize how happy he was.

Caleb loved syringe art and he was able to create 31 paintings just 3 days before he passed away.



BACK



DONATE

Caleb's Pitch raises a large portion of the funds we need to help children through private donations. Please consider making a donation to help us continue and expand on what we do.

Visit CalebsPitch.org/Donate/ today!



For More information:

(352) 215-5440

Tim@CalebsPitch.org

FRONT



Who are we?



CALEBSPITCH.ORG/DONATE/



TRIFOLD BROCHURE (SIDE TWO)

Dimensions: 7.65 x 5.25in, 3.75 x 3.5in,

INTERIOR PANELS

ABOUT US

Caleb's Pitch, Inc. was founded by Tim Jacobbe, a faculty member at the University of Florida, to honor the memory of his nephew, Caleb Jacobbe. We are a nonprofit organization dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses. Caleb's Pitch aims to share the story of Caleb Jacobbe as an inspiration to others.

Each activity we engage in is motivated by the memories we have of our time with Caleb Jacobbe. Syringe Painting combines two of Caleb's favorite things by providing the opportunity for patients to create syringe art masterpiece with athletes from collegiate sports teams and bands. Caleb's



Pitch also aims to share the story of Caleb Jacobbe as an inspiration to others through the Caleb Jacobbe Award.

CALEB JACOBBE AWARD

Beginning in 2010, the camper of the week award at the Billy Donovan Basketball Camp was called the Caleb Jacobbe Award. The award is presented to the camper who displays the most heart, hustle, sportsmanship, and passion for the game.



The Caleb Jacobbe Camper of the week award is presented at several basketball camps all over the country. In addition to the Billy Donovan Camp at the University of Florida, The Caleb Jacobbe Camper of the Week Award is presented at Boston College, University of Texas, and the University of Wyoming. If you are



interested in giving the Caleb Jacobbe Camper of the Week Award at your camp, please email Tim@CalebsPitch.org.

VOLUNTEER

Caleb's Pitch is 100% Volunteer Driven. We could not do all we do for children and their families without the tremendous support of our volunteers. Since we do not have any paid staff, 100% of the money raised for Caleb's Pitch is invested in supporting the experiences we create.

Please e-mail our volunteer coordinator, Gina Rivera at Volunteer@CalebsPitch.org if you are interested in volunteering with us. Volunteer opportunities include syringe art, family fun nights, special experiences, administrative tasks, and fundraisers.

CALEBSPITCH.ORG/DONATE/



APPENDICES



STYLE SHEET

LOGO:



HEADING/ACCENT FONT:

GRADUATE

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ 0123456789

BODY FONT :

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

COLORS:



#0062a4
C94 M64
Y08 K00



#FFFFFF
C00 M00
Y00 K00



#825da3
C56 M73
Y02 K00



#57bfc4
C61 M02
Y25 K00



#37b449
C75 M00
Y100 K00



#ed7e22
C3 M61
Y100 K00



#e46167
C05 M77
Y52 K00



#ffce00
C00 M19
Y100 K00



CURRENT SCREENSHOT



[About](#) [Donate](#) [Syringe Art Experiences](#) [Fundraisers](#) [Volunteer](#) [Caleb Jacobbe Award](#)

Caleb's Pitch is a nonprofit organization dedicated to creating memorable experiences and enhancing the quality of life for children and families confronting serious childhood illnesses. Caleb's Pitch aims to share the story of Caleb Jacobbe as an inspiration to others.

To learn more about Caleb and what Caleb's Pitch is all about, check out this brief video narrated by his father, John Jacobbe.



Each activity we engage in is motivated by the memories we have of our time with Caleb Jacobbe. Caleb's Pitch also aims to share the story of Caleb Jacobbe as an inspiration to others through the Caleb Jacobbe Award, which is presented at several college sports camps each year.



News & Upcoming Events

April 7, 2013 – Family Fun Night

Social



Join our mailing list

Links

[Video About Caleb](#)

[Volunteer Form](#)

[Donate](#)



CURRENT BRANDING



GOOGLE RANKING

"Volunteer Gainesville FL," "Donate Gainesville FL," "Donate Gainesville FL Cancer," and "Volunteer University of Florida" Not in top 10 pages.

#1 for "Caleb Gainesville" and "Caleb's Pitch"

For "Syringe art" Twitter for Caleb's Pitch is on page 11 (#115). The website is not ranked on the top 11 page).

Page 11 of about 1,750,000 results (0.30 seconds)

The syringe art installation at the Science World entrance is ...

www.calgaryherald.com/syringe.../story.html Calgary Herald ▾

Nov 15, 2013 - The syringe art installation at the Science World entrance is meant to depict our addiction to oil. The Enbridge rally attracted thousands ...

Art Clay Silver Syringe - no tip - 5gm - Metal Clay Ltd

www.metalclay.co.uk ▸ Metal Clay ▸ Silver ▸ Syringe ▾

Use the syringes to decorate your clay with squiggles and lines, to create little bezels to set lab created stones in, or on its own to make hollow filigree like ...

How to apply henna with a Moroccan Syringe - The Henna ...

www.hennapage.com/henna/how/applysyringe.html ▾

Syringe work is unusual in the USA and India, but Moroccan henna artists use syringes all the time. Here's how!

Syringe Stock Photos, Images, & Pictures | Shutterstock

www.shutterstock.com/s/syringe/search.html ▾ Shutterstock ▾

Syringe stock photos, vectors and illustrations from Shutterstock, the world's largest royalty-free image, video ... Syringe Stock Photos, Illustrations, and Vector Art.

Caleb's Pitch on Twitter: "Caleb's pitch had another great ...

<https://twitter.com/calebspitch/status/202932228945223680>

May 16, 2012 - Caleb's pitch had another great syringe art event today. Brought smiles to patients' faces as children made their own masterpieces. 0 replies 0 ...



Mizzou's Facebook for Caleb's Pitch is ranked on page 3 (#37) for "Syringe art."

Page 3 of about 1,750,000 results (0.21 seconds)

View the Empty Syringe for Art Clay Silver Slow Dry at [http ...](http://www.artclayworld.com/prod-693.htm)

www.artclayworld.com/prod-693.htm ▾

Click to Enlarge. (A-031) This empty syringe is only used for extruding Art Clay Slow Dry or Slow Dry Low Fire snakes. Steps for use: 1. Submerge syringe in ...

Dexter Syringe Fan Art Mug | Dexter | Showtime Store

store.sho.com ▸ [Showtime Store](#) ▸ [Shows](#) ▸ [Dexter](#) ▾ [Showtime](#) ▾

★★★★★ Rating: 4.8 - 6 reviews

Get this Dexter fan art mug from the Showtime Store for any Dexter fan. This mug features the dark-passenger killer from the hit show with a syringe.

Syringe: Art Prints | Redbubble

www.redbubble.com ▸ [Shop](#) ▸ [Art Prints](#) ▾ [Redbubble](#) ▾

High quality Syringe related Art Prints by independent artists and designers from around the world. Also available as photographic prints, posters, metal prints, ...

A Quest for Artistic Innovation - from Painting with Syringes ...

icraftgifts.com ▸ [Community](#) ▸ [Blog Central](#) ▸ [Blog by Maple Leaf](#) ▾

Artist Igor Ryazantsev works in a unique art technique that he invented and patented in December 2011. He works with syringes to create a lacy surface patterns ...

Steam Community :: Screenshot :: Syringe Art <3

steamcommunity.com ▸ ... ▸ [Screenshots](#) ▸ [michelle's Screenshots](#) ▾ [Steam](#) ▾

Jan 10, 2014 - Steam Community: Team Fortress 2. Syringe Art <3.

The Art of Metal Clay - Page 17 - Google Books Result

<https://books.google.com/books?isbn=0823003671>

Sherri Haab - 2003 - Crafts & Hobbies

Sherri Haab. slip. You can draw patterns using the paste with a syringe. It can be painted in thin layers onto paper or leaves. After many layers have been ...

Syringe Art at Mizzou Children's Hospital | Facebook

<https://www.facebook.com/media/set/?set=a.433967963301440...type...>

Syringe Art at Mizzou Children's Hospital. By [Caleb's Pitch](#) · Updated over a year ago

· Taken at University of Missouri Children's Hospital. Words cannot ...



For "Syringe art hospital," Caleb's pitch is #1-4. Gainesville's chapter takes #1 and #4, with Mizzou's chapter ranking #2 and #3.

About 538,000 results (0.36 seconds)

Showing results for **syringe art hospital**

Search instead for **syringe art hospital**

Images for syringe art hospital

Report images



More images for syringe art hospital

Syringe Art Experiences - Caleb's Pitch

calebspitch.org/syringe-art/ ▼

These masterpieces create a memento of a positive experience in the hospital. The first syringe art event was held on May 15, 2010. A total of 17 paintings were ...

Syringe Art at Mizzou Children's Hospital | Facebook

<https://www.facebook.com/media/set/?set=a.433967963301440...type...>

Syringe Art at Mizzou Children's Hospital. By Caleb's Pitch · Updated over a year ago · Taken at University of Missouri Children's Hospital. Words cannot ...

Caleb's Pitch - Syringe Art at Mizzou Children's Hospital ...

<https://www.facebook.com/CalebsPitch/photos/a.../433973829967520/> ▼

University of Missouri Children's Hospital patients participate in syringe painting with MU athletes as part of the Caleb's Pitch program at University...

08 » Syringe art event brings a shot of color and a squirt of ...

news.ufl.edu/.../syringe-art-event-brings-a-shot-of-c... ▼ University of Florida ▼

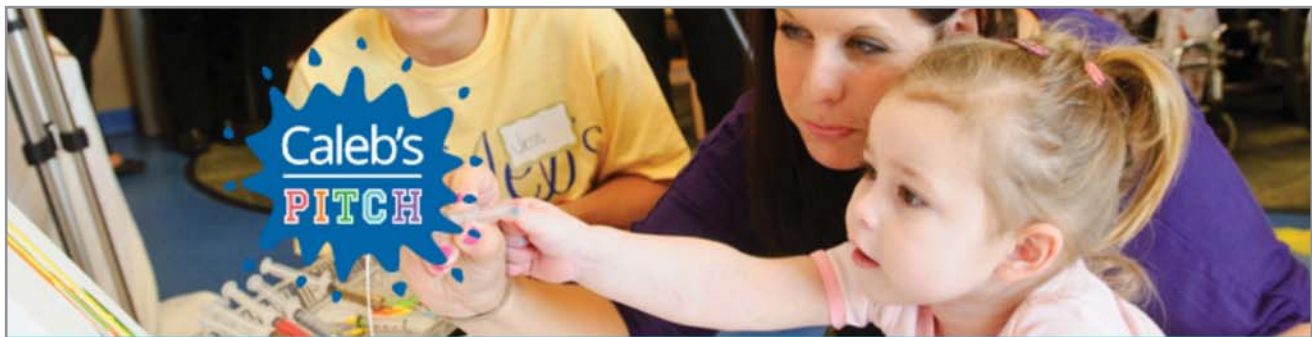
Aug 20, 2012 - WHAT: Pediatric patients at the Shands Hospital for Children at the University of Florida will bring a shot of color and a dose of fun to the ...



REDESIGN SCREENSHOTS WITH NEW LOGO

Development site located at: <http://www.cp.thenewe.com/>





[HOME](#) [ABOUT](#) [BLOG](#) [GET INVOLVED](#) [GALLERY](#) [EVENTS](#) [DONATE](#)

THE CALEB'S PITCH STORY

Caleb's Pitch is a nonprofit organization founded to honor the inspirational spirit of Caleb Jacobbe. We are dedicated to creating positive experiences and enhancing quality of life for children and their families confronting serious childhood illnesses.

[LEARN MORE](#)



GET INVOLVED



[DONATE](#)

Your donations make our syringe painting events possible! Chip in today to help us reach more kids and families.



[VOLUNTEER](#)

Caleb's Pitch is run entirely by volunteers. Sign up today to help out with syringe painting events.



[SPONSOR](#)

Do you own a business? Do you want to make a difference in your community? Sponsor a Caleb's Pitch event today!

UPCOMING EVENTS

- SYRINGE PAINTING**
WED 05
August 5 @ 8:00 am - 5:00 pm
Gainesville United States
- TENNIS TOURNAMENT**
FRI 07
August 7 @ 8:00 am - 5:00 pm
Gainesville United States
- DASH FOR CALEB**
SUN 30
August 30 @ 8:00 am - 8:00 pm
Gainesville United States

« AUGUST 2015 »						
M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

WED SYRINGE PAINTING

ABOUT



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ABOUT

SHARE THIS:



Caleb's Pitch, Inc. was founded by Tim Jacobbe, a faculty member at the University of Florida, to honor the memory of his nephew, Caleb Jacobbe. On May 10, 2006, Caleb passed away from cancer at 8 years old. Prior to that dreadful day, he was able to fulfill a dream by visiting with the Boston Red Sox just weeks before his death. Even though he could barely walk, Caleb was so motivated by his experience that he was able to throw out the first pitch of a baseball game. These moments created enough happiness to carry him through the final few weeks of his life. These memories help his loved ones remember Caleb's last moments and realize how happy he was. Caleb's Pitch has an opportunity to not only impact children's lives, but also to provide amazing memories for their families.



Caleb loved syringe art, and he was able to create 31 paintings just 3 days before he passed away. Caleb's Pitch combines two of Caleb's favorite things by providing the opportunity for patients to create these masterpieces with athletes from collegiate sports teams. Rather than using syringes for medicine, patients have the opportunity to fill those dreaded syringes with paint and squirt it all over a canvas, creating their own masterpiece.

It is because of the wonderful memories we have of Caleb, that Caleb's Pitch has chosen to give back through these opportunities. If you have any suggestions for other ways we can provide support to families, please do not hesitate to [contact us](#).

CONNECT



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UF PROFESSOR HELPS SICK KIDS MAKE 'GATOR MEMORIES'

Share this: In one year, Tim Jacobbe saw his nephew Caleb at his best and at his worst. In April 2005, at age 7, Caleb was diagnosed with Wilms' tumor, a rare type of kidney cancer that affects children. The once vibrant, competitive and athletic boy from Massachusetts became sickly, weak and spent most of [\(Read More\)](#)

TENNIS TOURNAMENT TO HELP KIDS IN NEED

Share this: A nonprofit organization in Gainesville will give local residents the chance to kick off the new year supporting children and families in need by competing in a tennis tournament. The entry deadline is Jan. 6 for the Jan. 7-9 tournament being put on by Caleb's Pitch at Jonesville Tennis Center, 14080 NW 32nd [\(Read More\)](#)

CONNECT



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GET INVOLVED



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HOW YOU CAN GET INVOLVED

VOLUNTEER

You can volunteer with Caleb's Pitch at our syringe art events or at any of our fundraisers. We're always in need of more volunteers so that we can expand our program to as many kids and families as possible. Sign up today and we'll be in touch with how you can help.

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
23	24	25	26	27	28	29
3	4	5 Syringe Painting	6	7 Tennis Tournament	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Dash for Caleb
31	1	2	3	4	5 Syringe Painting	6

July

+ EXPORT MONTH'S EVENTS

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Amount to donate



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THE CALEB'S PITCH STORY

Caleb's Pitch is a nonprofit organization founded to honor the inspirational spirit of Caleb Jacobbe. We are dedicated to creating positive experiences and enhancing quality of life for children and their families confronting serious childhood illnesses.

[LEARN MORE](#)



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Your donations make our syringe painting events possible! Chip in today to help us reach more kids and families.



[VOLUNTEER](#)

Caleb's Pitch is run entirely by volunteers. Sign up today to help out with syringe painting events.



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Do you own a business? Do you want to make a difference in your community? Sponsor a Caleb's Pitch event today!

UPCOMING EVENTS

- WED 05** **SYRINGE PAINTING**
August 5 @ 8:00 am - 5:00 pm
Gainesville United States
- FRI 07** **TENNIS TOURNAMENT**
August 7 @ 8:00 am - 5:00 pm
Gainesville United States
- SUN 30** **DASH FOR CALEB**
August 30 @ 8:00 am - 8:00 pm
Gainesville United States

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M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

[WED](#) **SYRINGE PAINTING**

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Caleb's Pitch, Inc. was founded by Tim Jacobbe, a faculty member at the University of Florida, to honor the memory of his nephew, Caleb Jacobbe. On May 10, 2006, Caleb passed away from cancer at 8 years old. Prior to that dreadful day, he was able to fulfill a dream by visiting with the Boston Red Sox just weeks before his death. Even though he could barely walk, Caleb was so motivated by his experience that he was able to throw out the first pitch of a baseball game. These moments created enough happiness to carry him through the final few weeks of his life. These memories help his loved ones remember Caleb's last moments and realize how happy he was. Caleb's Pitch has an opportunity to not only impact children's lives, but also to provide amazing memories for their families.



Caleb loved syringe art, and he was able to create 31 paintings just 3 days before he passed away. Caleb's Pitch combines two of Caleb's favorite things by providing the opportunity for patients to create these masterpieces with athletes from collegiate sports teams. Rather than using syringes for medicine, patients have the opportunity to fill those dreaded syringes with paint and squirt it all over a canvas, creating their own masterpiece.

It is because of the wonderful memories we have of Caleb, that Caleb's Pitch has chosen to give back through these opportunities. If you have any suggestions for other ways we can provide support to families, please do not hesitate to [contact us](#).

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UF PROFESSOR HELPS SICK KIDS MAKE 'GATOR MEMORIES'

Share this: In one year, Tim Jacobbe saw his nephew Caleb at his best and at his worst. In April 2005, at age 7, Caleb was diagnosed with Wilms' tumor, a rare type of kidney cancer that affects children. The once vibrant, competitive and athletic boy from Massachusetts became sickly, weak and spent most of [\(Read More\)](#)

TENNIS TOURNAMENT TO HELP KIDS IN NEED

Share this: A nonprofit organization in Gainesville will give local residents the chance to kick off the new year supporting children and families in need by competing in a tennis tournament. The entry deadline is Jan. 6 for the Jan. 7-9 tournament being put on by Caleb's Pitch at Jonesville Tennis Center, 14080 NW 32nd [\(Read More\)](#)

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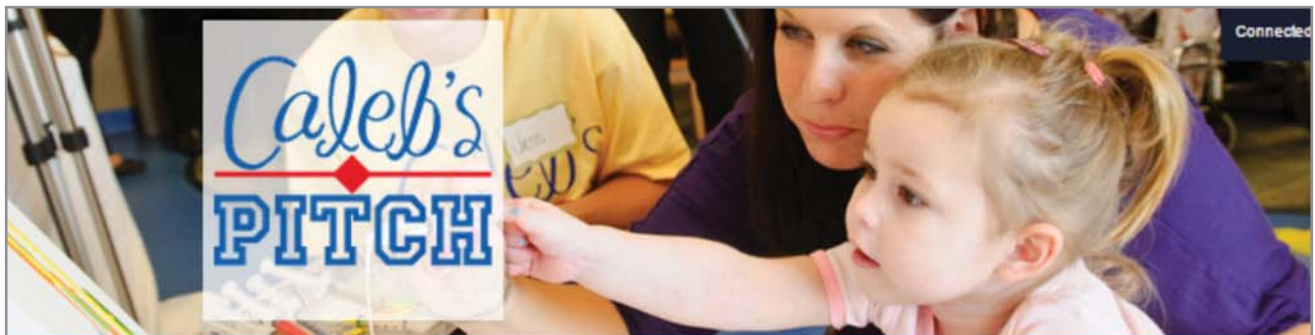
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

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