**CALL FOR PROJECTS:**
**SPRING 2013**

*Application Deadline: April 22, 2013*

**Application for CPC Project Assistance**

**Instructions:** We encourage non-profit organizations and municipal agencies to contact the CPC with ideas for projects that can benefit the community while providing meaningful service-learning for RWU students. Please fill out the Application for Project Assistance, answering all applicable questions and including all supporting documents.

In order for any project to be considered for assistance, completed applications must be submitted to CPC Project Coordinator, Stephany Hessler, by 5 pm on April 22, 2013. Applications may be submitted by:

- Email: shessler@rw.edu
- Fax: (401) 254-3565
- Mail: RWU Community Partnerships Center
  Roger Williams University
  One Old Ferry Road
  Bristol, RI 02809-2921

Any questions regarding the application process can be directed to Stephany at (401) 254-5211.

CPC project services are performed by students in support of their educational experience. Applicants shall understand that any deliverables generated through an accepted project are intended to provide conceptual information only to assist design and planning and as such are not intended, nor should they be used for, construction or other project implementation. Professional and/or other services may be needed to ultimately implement a sponsor’s desired goals.

### SECTION 1: Organization Information

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>James L. Maher Center</th>
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<tbody>
<tr>
<td>Mailing Address</td>
<td>906 Aquidneck Avenue, Middletown, RI 02842</td>
</tr>
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| Name of Project Contact Person(s) | Dennis DeMarinis, Jr. |

<table>
<thead>
<tr>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Phone: 401-846-4600 ext 3114</td>
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<tr>
<td>Fax: 401-849-4267</td>
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| E-mail: Dennisd@mahercenter.org |

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<thead>
<tr>
<th>Type of Organization</th>
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<tr>
<td>☐ Public (town, city, municipality, special district, government agency)</td>
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<tr>
<td>☒ Private (citizen, non-profit)</td>
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<td>☐ Other (please explain)</td>
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### Description of Organization and Mission:
**Mission:** To advance independence and opportunity for children and adults with developmental disabilities and their families.

The James L. Maher Center embarked on its mission in 1953, when 13 families came together for the common purpose of developing community alternatives for people with disabilities.

The Center was a pioneer in the establishment of community residential services for individuals with developmental disabilities at a time when the only alternatives were nursing homes, state institutions or neglect of the special needs of these individuals.

The Maher Center founders had modest hopes—to provide one or two group homes and a day program for their sons and daughters. The scope of our activity and support has grown dramatically over the years.

Today the Center annually serves some 300 adults with developmental disabilities, operates 13 group homes and 16 apartments, provides early intervention to more than 150 families and supplies more than 250 rides a week for Maher Center clients and other members of the community.

Yet our purpose remains the same: To support individuals with developmental disabilities by helping them to increase their independence, self-esteem, productivity, integration and participation within their local communities.

**How did you hear about the CPC?**

We have had the pleasure of working with the program in the past.

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**SECTION 2: Project Description**

**Title of the Project:** Creation of a Digital Marketing Portfolio

**Project Location (Address, City, State, and Zip):** Predominantly on our Middletown Campus located at 906 Aquidneck Ave., Middletown, RI 02842.

**General Project Description (you may attach a longer narrative if necessary):**

The Maher Center would like assistance in creating and developing a Digital Marketing Portfolio that will be used for multiple functions in and out of the agency. Our goal is to document our participants working within the multiple micro-businesses showing how they are earning a paycheck and demonstrating how they are all productive members of society. This portfolio will be available on our website to be used as a marketing tool to attract new participants and business opportunities as well as for supporters to be able to observe what we offer the Aquidneck Island Community.

**Potential Scope of Work/Tasks for RWU CPC**

The scope of work for the RWU/CPC will be to collaborate with key staff at the Maher Center and to film the participants working in their own environments. Ideally, we would like to work over a period of 6 months to a year with CPC creating and editing the piece.

**Proposed Project Schedule (when the tasks/project needs to be completed):**

Ideally, we would like to have this completed by the end of the first quarter of 2014 (3/31/2014).

**Please provide the names and contact information for any staff members or volunteers who will be playing a primary role in the proposed CPC project.**

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What resources/previous work would the CPC be building upon that you already have completed? (Please select all items that are applicable)

- [X] Strategic Plan
- [X] Marketing & Communication Plans
- [ ] Additional organizational documents
- [ ] Preliminary photos of the site/project
- [ ] Maps
- [ ] Previous research
- [ ] Survey results
- [ ] Architectural or building plans

What active support would your organization be able to contribute should your project be selected?

- [ ] Funding
- [X] Volunteers
- [X] Staff time
- [ ] Consultants
- [ ] Other (please list)

SECTION 3: Project Outcomes

Please describe how this project will benefit your organization and the advancement of your mission:

As was stated previously, our mission is to advance independence and opportunity for children and adults with developmental disabilities and their families. This portfolio will allow us to show the community at large how we are able to implement and meet our mission on a daily basis. However, none of this can be done without the help of external funders to aid in the process. We are hoping that this marketing tool will aid in securing additional participants and expand our funder base within the region.

Please describe how this project might benefit the overall community, including specific groups that could benefit from this project (i.e. target populations, neighborhoods, specific town/city/region).

The benefits that will come from this project can be immense. The Maher Center will be able to use this portfolio to attract new participants to the programs to allow our development/marketing and outreach staff to go into the community to show what we do on a daily basis; meet with leaders from the town government, businesses and civic groups to discuss how we can collaborate and continue being the trailblazer that we have been for the last 60 years.

Please explain why you have chosen to seek assistance from the RWU CPC with your project request, instead of undertaking the project using fee-for-services from a paid professional:

As a non-profit, it is hard to always undertake a project using a fee-for-service approach. We have had the pleasure of working with RWU/CPC in the past. The work has always been professionally done and well executed. The Maher Center likes to collaborate with local universities to aid their students and utilize the skills offered.

SECTION 4: Financial Information
What is your organization’s annual operating budget? Please include a copy of your most recent budget with the application.

$13,786,810

What are your major sources of funding?

Our major source of funding comes from the Federal and state sector.

How much funding from your annual operating budget is set aside for this project (if any)?

Zero

SECTION 5: Private Sector Involvement

Have you or your organization discussed the project with practicing professionals (e.g. architect, engineer, planner, consultants, etc.)?  (please circle one):  Yes / No

If no, please explain why:

SECTION 6: Supporting Documents

Please include the following items when submitting your application:

- Budget for the current fiscal year
- List of current Board members
- Copies of supporting resources identified in section 2 as needed to support your application