



T'S 4 HOPE MEDIA KIT

PREPARED BY

ERIN TODD
ANGELA LIN
ALFREDO VILLA

APPROVED BY

SEAN MATTINGLY
Founder and CEO





ABOUT

Background of the Organization

Ts 4 Hope is operating as a nonprofit organization under Urban Rascals Global Foundation, dedicated “To Inspire and Give Hope to the Homeless, Veterans, Low-Income Families, the Disabled and the Hungry While Promoting the Creative Arts.” We are here to help those in need by providing resources and raising donations that can be converted to food gift cards to distribute to those in need and open a couple of Food Banks in Broward County, Florida. We are here to support and encourage creativity, feed the hungry, inspire the homeless, respect, and spread hope, peace, and love to everyone around the world. Our organization acknowledges that not all homeless people are drunks, drug addicts, and felons. Most of them have been impacted by schizophrenia, paranoia disorders, personality disorders, mental illnesses, loss of employment, rape, traumatic stress syndrome disorder, depression, loss of loved ones, runaway teens, home displacement, physical abuse and that includes a lot of US Veterans. We are grateful that we can go home at night, eat dinner with our families and sleep in our beds, but in reality, not everyone has the opportunity to do so. Grant money is being reduced in food banks making it extremely difficult to feed those in need especially families in need. Our mission is to use this organization to spread awareness and reach out to people for donations, so we can help those in need.

Our Founder

Our founder, Sean R. Mattingly, created T's 4 Hope because he believes that he can make a difference in the world and spread positivity and hope to those struggling. He was born in Hartford Connecticut on March 17, 1960, grew up in Bloomfield Connecticut, and attended Morse School of Business with a background in studying computers and business. Sean got his first graphic design job at U-Design and over the years he held positions as a Graphic Designer, Art Director, Manager, and Teacher in the creative craft of Graphic Design. One point in his life, he became a homeless man. Witnessing and experiencing the struggles, he decided to make it his mission to try to help the homeless population. He utilized his educational background and opened up his business in Broward County, Florida in April 2010 called SRM Graphics and Printing. In 2012, he started putting together inspirational themes on his T-shirts and selling it to raise donations for his fundraiser.





OUR MISSION

**“To Inspire & Give Hope to the Homeless and the Hungry
While Promoting the Creative Arts”**

**T's 4 Hope Asks You To Help Us To Support & Encourage
Creativity, Feed The Hungry, Inspire The Homeless,
Respect & Spread Hope, Peace and
Love To All Person kind Around The World!**

Our mission at “T's 4 Hope” is to utilize this program I have started to help those that are in need and/or help from the fortunate Brothers & Sisters out there in the world, at the same time promote the arts. If you can please help us then visit our "T's 4 HOPE'S ONLINE SHOP" page: <https://www.ts4hope.com/shop>. If you can't, then please at least spread the word, by telling your family, friends, co-workers and better than that, post this website "www.Ts4Hope.com" on your social media outlets...let the world help us all out in this journey. We are in this together and it is our responsibility to treat all God's Children as equals.



WHERE WE'RE AT TODAY

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T's 4 Hope is currently a charity, but we have permission from Urban Rascals Global Foundation to use their 501(c)3, so that T's 4 Hope can have a non-profit status as well. We are still starting up and have recruited many interns to help build up T's 4 Hope brand awareness to the public and on social media as well. Without the help of our interns, we wouldn't be where we are right now. We also have a campaign goal of \$100,000, so that we can raise donations to help out the homeless community.



WHERE WE'RE GOING

Our future goal is to get our 501(c)3 to become a non-profit organization, but we still have many obstacles to overcome to obtain our status. In the meantime, we are reaching out to the public to help raise donations and spread awareness about our organization utilizing our Facebook, Instagram, Twitter and possibly Pinterest accounts.



OUR CAMPAIGN GOAL

\$295 raised of \$100,000 goal

5

donors

91

shares

4

followers

Our campaign goal is to raise \$100,000 for those in need and we currently have raised \$295 which is a great start for us. With this campaign, we will raise money to open a few T's 4 Hope Food Banks for low-income families and distribute restaurant food gift cards to the homeless. These people need your help! Especially during this pandemic. It would mean the world to us to have people support T's 4 Hope, so we can give a little hope to those that are in need.

HUGE STEP FORWARD

July 18, 2020

Ts'4 Hope and other nonprofit local organizations and businesses joined forces with Changing Lives of Boca Raton, Inc in Florida to support those experiencing homelessness in this time of COVID-19. We received 2,000 pairs of socks from Bombas to donate to various events including this one.



BOMBAS HAS GENEROUSLY DONATED SOCKS TO
T'S 4 HOPE

TO GIVE TO THE HOMELESS AT AN EVENT IN BOCA
RATON, FLORIDA, ON SATURDAY, JULY 18TH

THANK YOU BOMBAS!



#hopeforthoseinneed

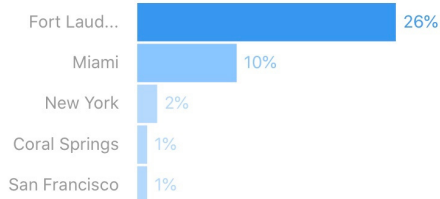




SOCIAL MEDIA ANALYTICS

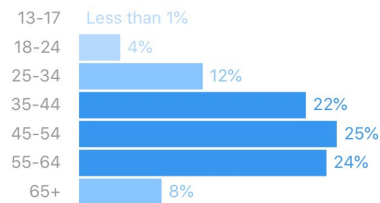
Instagram

Top Locations ⓘ



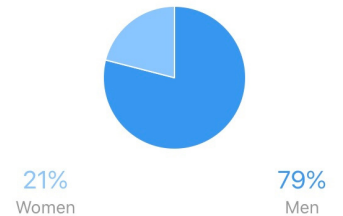
Cities Countries

Age Range ⓘ



All Men Women

Gender ⓘ



Facebook

Jun 30 - Jul 27

Last 28 days ▼

Post Reach

4,010

▼ 5.6k

Post Engagements

1,128

▼ 1.3k

New Page Likes

16

▼ 26

Discovery ⓘ

4,010

Page Reach

▼ 5.6K last 28 days

48

Page Views

▼ 65 last 28 days

Audience

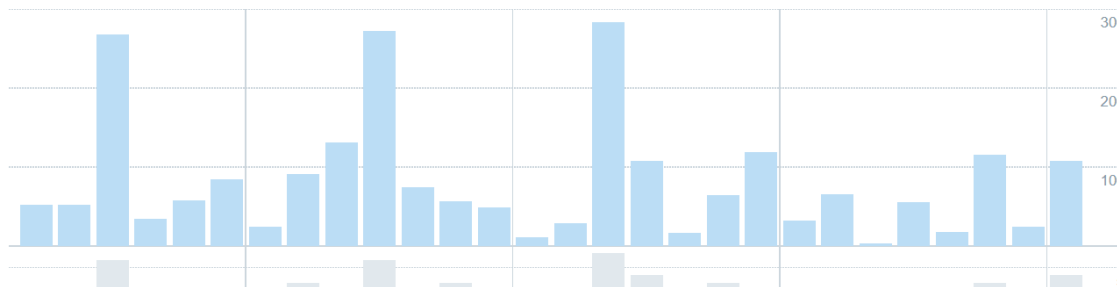
1,467

Total Page Likes

▲ 16 last 28 days

Twitter

Your Tweets earned 2.3K impressions over this 28 day period



YOUR TWEETS

During this 28 day period, you earned 82 impressions per day.

28 day summary with change over previous period

Tweets

55 ↑ 10.0%



Tweet impressions

2,255 ↑ 30.1%



Profile visits

56 ↓ 56.2%



Mentions

1 ↓ 50.0%



Followers

358 ↑ 6





OUR FOLLOWERS

T's 4 Hope has a Facebook, Twitter and Instagram account where we post updates and announcements about our communities and our organization. We are currently trying to build more connections and gain more awareness to our organization.



Facebook
followers

1,480



Twitter
followers

358



Instagram
followers

115



Pinterest
followers

**Coming
soon**

FOUNDER

SEAN RUSSELL MATTINGLY



" I dream of a world, where no matter who you are, everyone is treated as an equal, loved and with respect. That is why I started T's 4 Hope."