....on the road.
Securing Successful Venues

❤ Traffic

❤ Demographics

❤ Logistics

❤ Developing new partnerships

❤ Strategic Scheduling
Finding What Works

➢ Tampa’s Tour 2002-2006

    What we’ve learned...

❤ Major Area Malls

❤ Florida Aquarium

❤ Museum of Science & Industry

❤ Small churches

❤ Special events, festivals
Tampa’s Tour 2007

February 8 – March 11
TECO Gallery of Art Children’s Board of Hills. County
March 12 – April 22
Westfield Citrus Mall
April 23 – June 3
Westfield Brandon Mall
June 4 – July 15
University Mall
July 16 – August 26
WestShore Mall
August 26- October 31
Tampa Convention Center (new venue)
October 31- November 29
Idlewild Church & Grace Family Church (new) NAM
December
Bank of America Bldg. Downtown (new venue)

Auxiliary Venues:
Tampa International Airport
NACAC
Back to School Bash
Getting Your Foot in the Door

♥ Large venues, high traffic placement

♥ Events & Marketing Promotions (PR)

♥ Collateral Opportunities

♥ Engagement Ideas (Church event)
The Heart Gallery exhibit is professionally curated, designed with a museum standard aesthetic and made for durability.
Each venue may call for various layouts. The panels are interchangeable and can be designed in a schematic that suits unique spaces.
Didactic panels provide information on the gallery and a lucite lock-box is a stand alone piece to collect inquiry cards.
Sound sticks carry recorded messages from the children, letting potential parents know their interests, hobbies and what they want in a family.
YOUR SUCCESS STORY...

Little did three-year-old Jadarius know, he was to meet his forever family at the opening of the Heart Gallery photographic exhibit held at the Children’s Board on February 11, 2006. Jadarius’ Heart Gallery photo captured the essence of his gregarious and friendly nature. Dressed in a suit, purchased by his care manager, Garet White, Jadarius was hard to resist. Cheerful and bright, four-year old Jadarius is said to have a taste for french fries, trucks and big slides.

In April, the couple brought Jadarius home as a foster child. They filled out all the adoption paperwork, and he filled their lives with his energy and happy chatter. But, on his special day in September, in the presence of a judge, his new godmother and grandmother, two married schoolteachers officially made their union permanent.

A recent trip to Disney World with his future family recently landed the outgoing Jadarius with a commercial job for Disney after being spotted by a talent scout at the theme park. He now has an agent and the commercial featuring Jadarius will be aired on Nickelodian sometime this year. As his new dad can attest, “He can talk.”

With the ink still wet, Judge Espinosa declared, “You’re official now.”
Visit the Heart Gallery of Tampa Bay
(Located just outside of JCPenney’s)

Mauricia & Steph’ on, by Pepito Masterpiece

A photographic exhibit featuring foster children in Hillsborough County in search of “forever families.”

Heart Gallery
TAMPA BAY
Give the gift all children deserve...a family of their own!

In Hillsborough County, there are more than 500 children available for adoption. If you can offer a safe, stable home, love, and a lifelong commitment of "family," then adopting a child may be for you!

Who can adopt?
- Citizens who are married or single.
- Citizens who own or rent a home.
- Citizens who are 18 years of age or older.

For more information, call 813-204-1792

Visit the Heart Gallery of Tampa Bay
(Located near Old Navy)

The Heart Gallery of Tampa Bay
2007 TOURING CALENDAR
Visit us at one of these locations:
February 15 - March 11 TECO Gallery of Children's Art
March 12 - April 22 Westfield Citrus Park
April 23 - June 3 Westfield Brandon
June 4 - July 15 University Square Mall
July 16 - August 26 WestShore Plaza

Dates are subject to change. Additional dates to be determined for Grace Family Church, Allendale Baptist Church, Revealing Truth Ministries and others. For additional information, visit: www.heartgallerytampabay.org

A traveling photo gallery created to find forever adoptive families for children in foster care.
“I am looking for my forever family... ...will they find me at Grace Family Church?"

Heart Gallery Exhibit at Grace Family Church
November, 2007

The mission of the Heart Gallery of Tampa Bay is to enable children living in foster care in our communities to realize their dream of finding permanent, loving adoptive families to call their own, and to raise awareness and education about the hundreds of children who desperately need and deserve the shelter and love of forever homes.

Heart Gallery Tampa Bay  Children’s Board of Hillsborough County
1002 East Palm Ave.  Tampa, Florida 33605  813.204.1792  Fax: 813.228.8122
Installations

- Moving Expenses
- Creating a Schematic
- Curator vs. Volunteers
- Moving Methods
- Scheduling moves
- Creating your tour calendar
(Old moving system. Not fun.)
New crate moving system!

Easily fits our Heart Gallery Panels upright into customized slots for protection against wear and tear. Cuts down on moving time by 2 hours each way, that’s 4 hours per move and cuts down on labor and wrapping costs by approximately $5,000 per year!
Layout 1 - all elements at least 3' from railing and do not require tape or molding from electrical. Middle section falls outside 13' x 17' footprint by 40°.
Design 1 - uses centered electrical outlet; is slightly wider than designated area (2' more into aisleway)

Design proposals for Heart Gallery of Tampa Bay installation at Westfield Mall Brandon
The Heart Gallery of Tampa Bay

A collaborative effort between the Children's Board of Hillsborough County and Hillsborough Bank, the Heart Gallery is a traveling exhibit created to find loving families for the community's often forgotten children.

You can see a first-hand view of the exhibit at the Heart Gallery's events. This is a chance for you to learn more about these children's stories and make a difference in their lives.

Every child deserves a loving family. The Heart Gallery works to make a difference in the lives of these children by giving them a voice and an opportunity to realize their dreams.

We encourage you to help spread the word about the Heart Gallery and make a personal commitment to improving the lives of children in foster care. You can be a volunteer, a donor, or simply a friend. With your help, the children you see here today will have the chance to find their forever homes.

For information on how you can help, please contact Heart Gallery.

Love them in our children.
Love them in our hearts—love their voices.
Love them in our hearts.
Your Return on Investment

❤️ Harvesting Leads
❤️ Identifying Matched Kids
❤️ Tracking your Deliverables
❤️ Documenting, internal marketing
❤️ Longitudinal studies
<table>
<thead>
<tr>
<th><strong>Exhibit Dates</strong></th>
<th>Feb. 15 – Mar.11, 2007</th>
<th>Mar. 12 – Apr. 22, 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Location</strong></td>
<td>Children’s Board of Hills. Cty.</td>
<td>Westfield Citrus Park</td>
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<tr>
<td><strong>Associated Event Overview</strong></td>
<td>Grand Opening Reception (2/15) – hosted by Marty Matthews</td>
<td></td>
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<tr>
<td></td>
<td>Children’s Opening (2/16) – Zoo presentations/crafts room</td>
<td></td>
</tr>
<tr>
<td><strong>Media Support/Other Exposure</strong></td>
<td>WFLA/NBC – 2/18 (5p)</td>
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<td>Bay News 9 – 2/16 (repeated)</td>
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<tr>
<td></td>
<td>WTSP/CBS – 2/16 (5p)</td>
<td></td>
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<td></td>
<td>Univision – 2/15</td>
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<td></td>
<td>Tampa Trib – Picturing a Family (2/15)</td>
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<tr>
<td></td>
<td>Tampa Trib “Centro” (2/23)</td>
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<tr>
<td></td>
<td>Tampa Trib (2/23)</td>
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</tr>
<tr>
<td><strong>Internet Links:</strong></td>
<td><strong>Internet Links:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adopt Us Kids</td>
<td>Adopt Us Kids</td>
</tr>
<tr>
<td></td>
<td>WTSP-TV, Wednesday’s Child</td>
<td>WTSP-TV, Wednesday’s Child</td>
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<tr>
<td></td>
<td>WFLA-TV; Links We Mentioned</td>
<td>WFLA-TV; Links We Mentioned</td>
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<tr>
<td></td>
<td>Heart Gallery of Oregon</td>
<td>Heart Gallery of Oregon</td>
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<tr>
<td></td>
<td>Heart Gallery of New Mexico</td>
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<tr>
<td><strong>Inquiry Activity</strong></td>
<td>(phone/web)</td>
<td></td>
</tr>
<tr>
<td><strong>Total # of Inquiries during exhibition dates</strong></td>
<td>184</td>
<td>176</td>
</tr>
<tr>
<td><strong>Estimated Exhibit Exposures</strong></td>
<td>1,500 +</td>
<td>82,500</td>
</tr>
<tr>
<td></td>
<td>(physical)</td>
<td></td>
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<tr>
<td><strong>Estimated Media exposures</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Web Site Activity</strong></td>
<td>(exhibit dates)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visits</td>
<td>20,553</td>
</tr>
<tr>
<td></td>
<td>Average/ Day</td>
<td>822</td>
</tr>
<tr>
<td></td>
<td>Average Visit Length</td>
<td>17 minutes</td>
</tr>
</tbody>
</table>

**Community Donations:** Cash/Check/Gift Cards totaling $5,080; Gifts estimated value of $4,555

LET YOUR NUMBERS DO THE TALKING

Matched Children Attributed to the Heart Gallery:

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<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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<tbody>
<tr>
<td></td>
<td>22 (30%)</td>
<td>32 (40%)</td>
<td>34 (37%)</td>
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♥ COMMUNITY RESOURCES: Over $18,000 in donations of cash and goods directly to the children

♥ TRAFFIC: Exhibit has been seen by 350,000+ people through 6 high traffic venues

♥ WEBSITE IMPRESSIONS: The Heart Gallery’s website averages 750 “visits” per day, averaging 17 minutes a visit, with over 15 million hits per year

♥ MEDIA/PSA’s: WTSP Wednesday’s Child feature seen by 26,000 viewers per month and approximately 2.6 million web site hits.

♥ VOLUNTEERS: Volunteer support totaling over $12,000 in volunteer labor hours

♥ NATIONAL NEWS: Tampa Bay assisted in the development of 13 new Heart Galleries around the country in terms of presentation, technology, support materials, infrastructure, etc.

♥ MATCHES: In its 4th year, 87 children have been matched with prospective parents through the efforts of the Heart Gallery of Tampa Bay
“Yes! I Want to Help
Our Community’s Foster Children...”

My Name ________________________________
Address (City, State ZIP) ________________________________
________________________________________________________________________

Home Phone ___________ Other Phone ___________
E-mail ________________________________

I am interested in:

___ Finding out more about adoption
___ Finding out more about becoming a foster family
___ Helping foster children in other ways

Please visit www.heartgallerytampabay.org or call 813-204-1792
to learn how you can make a difference in the life of a deserving foster child.

The Heart Gallery of Tampa Bay
Children’s Board of Hillsborough County
1002 E. Palm Ave. • Tampa, FL 33605 • 813-204-1792
Maximize the Potential of Your Tour

❤️ >1% adopt, identify needs and collect!

❤️ Can’t Adopt but Want to Help? Initiative

❤️ Partner with stores, events, radio, etc.

❤️ Tailor events per venues, get staff involved
The Mobile Exhibit

❤ Access to new venues

❤ Less costly to travel

❤ Allows Targeted Approach for Events

❤ Joint ventures (adopt, foster, community resources)

❤ Logistics (storage, design, moving, calendar...)
Every Photo Is A Piece Of HeART.

www.HeartGalleryTampaBay.org
10' x 10' SPACE

20" x 42" counter

dimensions are approximate

sintra cabinet panels

20" x 24" cabled photos

center fabric panels

DESIGN # 40952
DATE: 5/21/07
DRAWN BY: Sharon Shimizu

This drawing is the property of Nimlok Company and is not to be reproduced or disclosed to others without the consent of Nimlok Company. Warning: Redesign of this exhibit without approval by Nimlok may result in dangerous and unsafe structures. Nimlok disclaims any responsibility for redesigned exhibits it does not approve in writing.
...Regionalized Efforts

❤️ Stock vs. HG photos

❤️ Billboards

❤️ Airport

❤️ National Efforts - corporate sponsors

THINK BIG!
Gallery Upgrades

- New technology
- Adjusting for efficiency
- Didactic Panels
- Touring Sponsors
- Surveys & Feedback
Other Venue Ideas:

- Fairgrounds
- Airports
- Galleries/Museums
- Malls and other high-traffic retail spaces
- Downtown office buildings
- Churches
- Convention Centers
- Regional-Specific Area Attractions
- Community Festivals
- Faith-based events
- Child Care Agencies- events, conferences, venues
Looking ahead...

...brainstorming new ventures as a unified front!
....on the road.