

“ I can't thank you enough for creating a wonderful, new space for our children. I hope others will be inspired and do the same for other organizations. ”

*Arlene Lopez
Education Coordinator, Norris Square Civic Association*



GARFIELD GROUP HOLIDAY 2009: THE NORRIS SQUARE PROJECT

Transforming a playground. Transforming lives.

Partnering with Greater Philadelphia Cares, we transformed a plain, uninspired indoor playground into a space where kids can laugh, play, and dream.

> CHALLENGE:

Given the harsh economic climate of 2009, Garfield Group wanted to focus our holiday “gift” on helping to heal the world. Something creative that would inspire our team and our community. Fortunately, we were able to partner with Greater Philadelphia Cares (GPC) who introduced us to an indoor playground at the Norris Square Civic Association (NSCA) in the Kensington section of Philadelphia that was in desperate need of a makeover.

> RESULTS:

Our team developed a “town square” concept — a mini city where kids could explore their world. We also developed a blog to chronicle the transformation of the playground from start to finish, and an outreach program to drum up support for Greater Philadelphia Cares, Boston Cares, and The Norris Square Civic Association itself. Then, on December 18th, the big day arrived. Bright murals and educational toys transformed a drab room into a special place where kids can laugh, dream, and learn — and even inspired the National Head Start Association to make a matching donation of \$29,000.

785 fulfilling man hours

48 excited children

23 eager volunteers

\$29K matching donation from Head Start

Direct Mail

A direct mail package included a reusable “green” bag inspired by the Philadelphia Love Park statue and a card that explained the project and drove recipients to our project blog.



Website/Blog



The “Get Involved” button encouraged visitors to get involved with our project or make a donation to our partners.

Updates to the project blog were made on a frequent basis, providing visitors to the website with new content during each visit.



Videos gave us a great way to tell our story and made the web experience more entertaining.



The Finished Project

What used to be a rather plain, uninspired, indoor playground became a fun, new “Town Square” to explore.



Pre- and Post-Event Emails

Multi-touch emails introduced our project, drove recipients to the blog, and provided information on how to make a donation to Greater Philadelphia Cares, Boston Cares, and the Norris Square Civic Association.