



...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	<b>Tampa Convention Center (new venue)</b>
October 31- November 29	<b>Idlewild Church &amp; Grace Family Church (new) NAM</b>
December	<b>Bank of America Bldg. Downtown (new venue)</b>

## 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.









Jadarius anxiously awaits the signing of the papers with his new mom.



Jadarius and his forever family leave the courthouse and begin a new life together.

## 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



## 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, Adewild Baptist Church, Revueving Truth Ministries and others. For additional information, visit: [www.heartgallerytampabay.org](http://www.heartgallerytampabay.org)*



## 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**



Steph'on & Mauricia, by Pepito Masterpiece Portraits

## Visit the Heart Gallery of Tampa Bay

*(Located near Old Navy)*



Cody by Iwona Dost-Gorecka

*A traveling photo gallery created  
to find forever adoptive families  
for children in foster care.*

**Heartgallery**  
TAMPA BAY



**“I am looking for my forever family...  
...will they find me  
at Grace Family Church?”**

Heart Gallery Exhibit at Grace Family Church  
November, 2007



Swaziki, by South Tampa Photography

*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



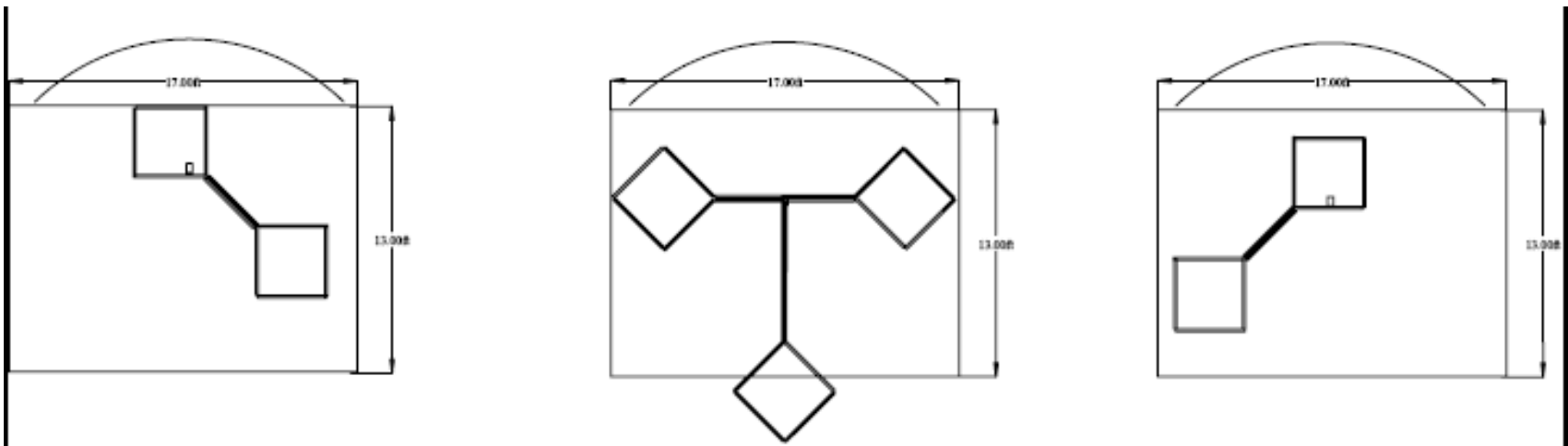


(Old moving system. Not fun.)

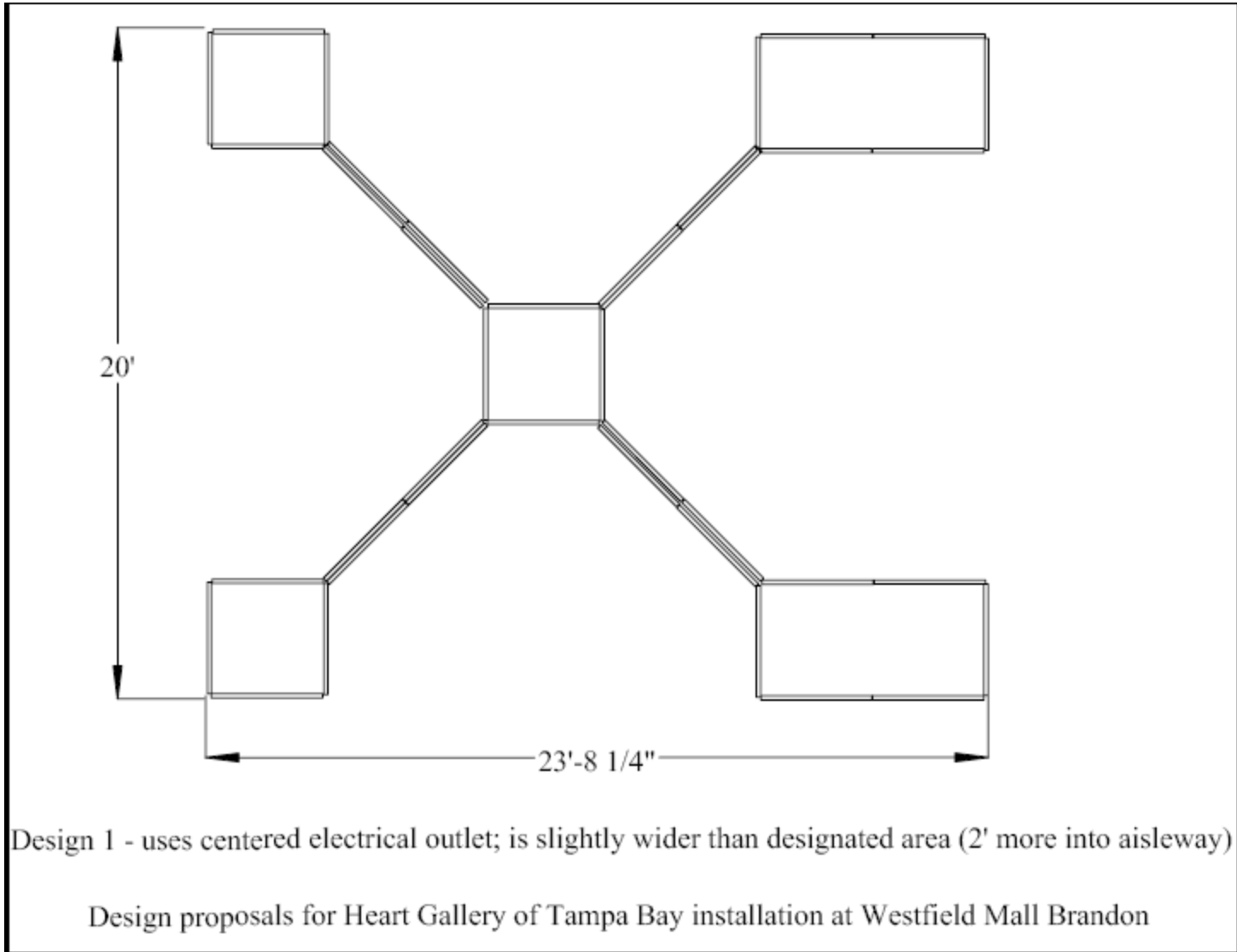
## *New crate moving system!*

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"

















# Your Return on Investment

- ♥ Harvesting Leads
- ♥ Identifying Matched Kids
- ♥ Tracking your Deliverables
- ♥ Documenting, internal marketing
- ♥ Longitudinal studies

	1	2
<b>Exhibit Dates</b>	Feb. 15 – Mar.11, 2007	Mar. 12 – Apr. 22, 2007
<b>Exhibit Location</b>	<b>Children’s Board of Hills. Cty.</b>	<b>Westfield Citrus Park</b>
<b>Associated Event Overview</b>	Grand Opening Reception (2/15) – hosted by Marty Matthews Children’s Opening (2/16) – Zoo presentations/crafts room	
<b>Media Support/Other Exposure</b>	WFLA/NBC – 2/18 (5p) Bay News 9 – 2/16 (repeated) WTSP/CBS – 2/16 (5p) Univision – 2/15 Tampa Trib – Pictuing a Family (2/15) Tampa Trib “Centro” (2/23) Tampa Trib (2/23)	
	<i>Internet Links:</i> Adopt Us Kids WTSP-TV, Wednesday’s Child WFLA-TV; Links We Mentioned Tampa Bay Life – <a href="http://www.tblife.com">www.tblife.com</a> Heart Gallery of Oregon	<i>Internet Links:</i> Adopt Us Kids WTSP-TV, Wednesday’s Child WFLA-TV; Links We Mentioned Tampa Bay Life – <a href="http://www.tblife.com">www.tblife.com</a> Heart Gallery of Oregon Heart Gallery of New Mexico
<b>Inquiry Activity</b> (phone/web)		
<b>Total # of Inquiries during exhibition dates</b>	184	176
<b>Estimated Exhibit Exposures</b> (physical)	1,500 +	82,500
<b>Estimated Media exposures</b>		
<b>Web Site Activity</b> (exhibit dates)		
<b>Visits</b>	20,553	29,946
<b>Average/ Day</b>	822	713
<b>Average Visit Length</b>	17 minutes	17 minutes

**Community Donations: Cash/Check/Gift Cards totaling \$5,080; Gifts estimated value of \$4,555**  
**2007 HG Children Potentially Matched as of 6/25/07 - 2007 HG Children Finalized as of June 26, 2007 - 3**

# LET YOUR NUMBERS DO THE TALKING

Matched Children Attributed to the Heart Gallery:	<u>2004</u> 22 ( 30%)	<u>2005</u> 32 (40%)	<u>2006</u> 34 (37%)
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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](http://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 He**ART**.



Joseph, by Enchanted Forest Photography



Amiyanna, by Nicole Lee Photography



Cody, by Ivona Dost-Gorecka



Felicio, by Lime Light Photography



Jermaine, by Charly Beck Photography



Michelle, by Jesse Miller Photography



Michael, by Daniel Wallace



Jacontae, Malcolm, Charles and Brandon  
by Eve Sanz Photography

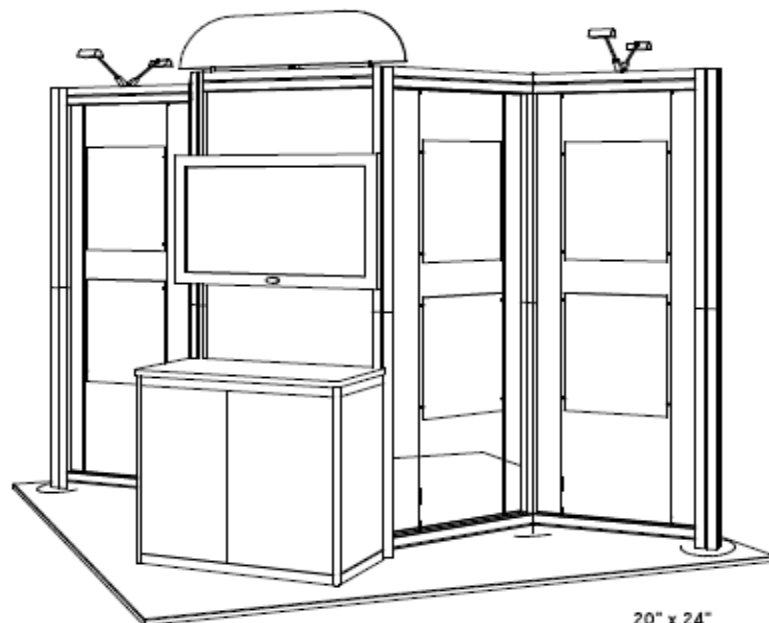
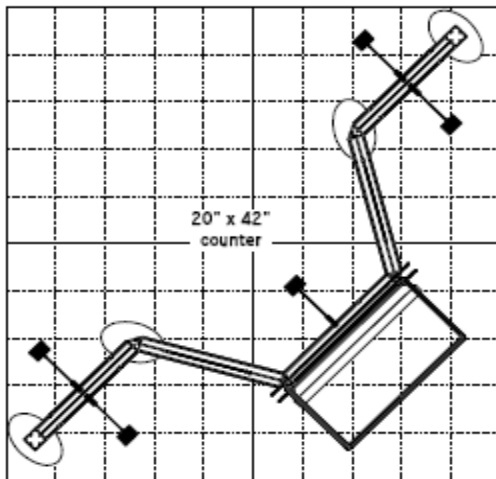
[www.HeartGalleryTampaBay.org](http://www.HeartGalleryTampaBay.org)







10' X 10' SPACE



sintra cabinet panels

20" x 24"  
cabled photos

center fabric  
panels

dimensions are approximate

**nimlok.**

DESIGN # 40952

DATE: 6/21/07

DRAWN BY: Sharon Shimizu

This drawing is the property of Nimlok Company and is not to be reproduced or the contents 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!**

14x48 Bulletin Designs:



Every Photo Is  
**A Piece Of HeART.**

Heartgallery  
TAMPA, FL  
www.HeartGalleryTampaBay.org

CLEAR CHANNEL



Every Photo Is  
**A Piece Of HeART.**

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TAMPA, FL  
www.HeartGalleryTampaBay.org

CLEAR CHANNEL

**ADOPTION**

Someone To Look Up To!



Heartgallery  
TAMPA, FL  
www.HeartGalleryTampaBay.org

CLEAR CHANNEL



Every Photo Is  
**A Piece Of HeART.**

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CLEAR CHANNEL



14x48 Bulletin Designs:



Families made daily.

*Heartgallery*  
Tampa, Bay

www.HeartGalleryTampaBay.org

CLEAR CHANNEL



Adoption,  
from Art to Heart

*Heartgallery*  
Tampa, Bay

www.HeartGalleryTampaBay.org

CLEAR CHANNEL



Give your heart... Adopt.

*Heartgallery*  
Tampa, Bay

www.HeartGalleryTampaBay.org

CLEAR CHANNEL



86 "Forever Families" Made

*Heartgallery*  
Tampa, Bay

www.HeartGalleryTampaBay.org

CLEAR CHANNEL



# 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.