

MAY 16 2022

American Rescue Plan Act Funding Request:**Approved****\$5,050. -**

February 9, 2022

Project Name:

Project: Be the Answer in Johnson County

Primary Point of Contact:

Answer International Foundation

Cindy Cooley, Director of Global Partners

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Project Description:

Answer International is an anti-human trafficking organization that fights to prevent human slavery domestically and around the world. Our Foundation works to prevent, rescue, and transform human trafficking survivors by offering life-saving services that liberates men, women and children giving them a pathway into a life of freedom. Answer International builds partnerships with those who provide food, housing, medical care, trauma counseling, education, medical care, and job training, essential for building resiliency while providing on-going support around the world. One hundred percent of the revenue we fund raise, goes toward preventative measures, rescue efforts or on-going support of human trafficking survivors. Much of what Answer International has contributed to the crisis of human trafficking has gone abroad. Our goal is to vastly increase our domestic impact by aligning the fruits of our mission directly with Johnson County.

Answer International 's plan to increase impact and partner with community stakeholders will require a stronger marketing strategy to promote AI's mission to end human slavery. This will include but not limited to:

- Complete the re-branding process of Answer Internationals logo
- Redesign of organization website
- Videographer/photographer for refreshed website and scheduled events
- Digital marketing /social media management/advertising tools with new logo
- Promotional items used at community outreach events
- Laser Jet Printer/copier/scanner necessary for everyday operations

Project Location:

Answer International Foundation will partner with stakeholders and bring awareness to the Johnson County area. This would include but not limited to: awareness and partnerships with schools, churches, hospitals, child advocacy center, pregnancy centers, family crisis centers/shelter, homeless outreach, law enforcement agencies and county governments. Preventative and rescue efforts to any victim or survivor need in Johnson County.

Project Budget:

• Re-brand logo design and custom website build	\$3000
• Videographer/photographer (website content)	\$500
• Digital Marketing/social media/advertising tools	\$300
• Promotional Items/business cards/letterhead	\$700
• Laser Jet Printer/copier/scanner	\$550
Total estimated budget:	\$5050

Project Timeframe:

Project: Be the Answer in Johnson County will begin immediately upon receipt of funds. Estimated completion time frames:

- Laser Jet Printer completed within 30 days
- New logo and Re-brand finalized completed within 90 days
Promotional items/business materials
- Website rebuild and go live within 180 days
- Photography/videos for website within 180 days

The project would have an estimated completion date of January 1, 2023. Answer International will be able to make significant impact with the stakeholders, potential victims, and human trafficking survivors in Johnson County by presenting a clear understanding of who we are, how to reach out, and how we empower all involved to make their next steps. Thank you very much for your consideration with funding our project.

Rachel Sitrer

From: Cindy Cooley <Cindy.Cooley@answerinternational.org>
Sent: Wednesday, February 9, 2022 4:16 PM
To: kevin.dyer@grantworks.net; County Judge (public address)
Subject: American Rescue Plan Act- Funding Request
Attachments: Americal Rescue Plan Act- Funding Request.docx

Some people who received this message don't often get email from cindy.cooley@answerinternational.org. [Learn why this is important](#)

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Thank you for your consideration. Please see attached Funding Request Application.

Cindy Cooley

Director of Global Partners

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Answerinternational.org

