



For Immediate Release

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2009 AMAF Community Service Grant Recipients

CHICAGO, IL–February 6, 2009—“Marketing for a good cause” is the essence of the American Marketing Association Foundation’s (AMAF) work. The “cause” often varies, particularly when the AMA Collegiate and Professional Chapters use their marketing skills in partnership with nonprofit organizations.

AMA Community Service Grants are the means by which these partnerships take place. The Foundation awards grants, up to \$1,000, to support the community service of the Chapters while helping to strengthen the marketing capacity of nonprofits in their communities. Over the past nine years, the AMAF has awarded over 160 community service grants to AMA Chapters.

This year, the Foundation received 24 applications and awarded 10 grants to AMA Collegiate Chapters to support nonprofit organizations and their respective causes through marketing. The recipient Chapters are from the following colleges and universities: Carnegie Mellon University, Lansing Community College, Northwood University, Pennsylvania State University, Robert Morris University, Salve Regina University, University of Arkansas, University of South Florida, University of Wisconsin – Whitewater, and Utah State University.

Three exceptional community service projects will be completed by the University of Wisconsin – Whitewater, Salve Regina University, and Carnegie Mellon University.

University of Wisconsin – Whitewater AMA is partnering with the Multiple Myeloma Research Foundation (MMRF) to help raise awareness of this form of plasma cell cancer that attacks and destroys bone. The chapter is making a year-long commitment to raise funds for MMRF through the “Betting on a Cure” charity raffle and the five mile walk/run called “Miles for Myeloma.”

Salve Regina University AMA will assist Skate for Joy, a nonprofit committed to helping children discover the joy of ice skating in Newport Rhode Island. A Skate-A-Thon is being planned by the Salve Regina Chapter to raise funds so the program can be implemented in Newport County, where 24% of children under 18 live in poverty. The marketing for this event will not only raise awareness among potential program participants, but also among Newport corporations and the media.

Carnegie Mellon University AMA is partnering with AutismLink and the Autism Center of Pittsburgh, two organizations that provide support for parents and families with autistic children. Carnegie Mellon AMA will raise awareness about autism and will also work to raise funds for these organizations during April’s Autism Awareness Month through their “I and 150:

Raising Autism Awareness” campaign, which focuses on resources for and the understanding of autism, as 1 in 150 children are diagnosed with some form.

Lincoln AMA and Reno/Tahoe AMA were awarded AMA Professional Chapter Community Service Grants to help increase the marketing capacity of nonprofit organizations in their community.

Lincoln AMA will continue to offer their successful half-day camp for nonprofits, named Brand Camp 2009, on April 18, 2009. This camp helps nonprofit professionals set aside multi-tasking for a day to focus on the most effective, time-conscious marketing tactics and best practices. It also provides a forum for nonprofit professionals to network and stay in contact by signing up for the Lincoln AMA’s free “JAVA Talk,” which is their monthly nonprofit marketing special interest group.

Reno/Tahoe AMA is working with the Crisis Call Center and Safe Embrace, a service for battered women and children, on an anti-violence awareness campaign. By utilizing the Northern Nevada business community, the University of Nevada Student Marketing Chapter, and the Washoe County School system, Reno/Tahoe AMA spread the message of not committing or condoning violence against women. A White Ribbon Week with activities and television PSAs were used to reach close to 350,000 people.

The AMAF would like to congratulate and thank these 12 AMA Chapters for “marketing for a good cause.”

Grants are awarded to Chapters that demonstrate that funding by the AMAF will assist the marketing goals of the proposed community service projects by strengthening the marketing program of one or more nonprofit organizations; solving a problem or meeting a need by an innovative and/or creative approach to the use of marketing; and/or making imaginative use of available marketing resources, avoiding duplicative efforts. Chapters must also work with legally recognized 501(c) (3) tax-exempt, charitable organizations. Applications for Collegiate and Professional Chapter Community Service Grants are reviewed by a panel of past and present AMA Collegiate Council members and AMA Professional Chapter Council members respectively. For additional information about AMA Community Service Grants, please visit www.themarketingfoundation.org.