

Academic Service-Learning Project Contract
EMU Communication Capstone Course, Summer 2021

Project Title: Fundraising and corporate match partnership for HCCM
Agency Name and Address: Healers of Color Collaborative of Michigan
Agency Representative Name/Contact Info: Chase Anderson, staff@nedracannon-lcsw.com,
(517) 215-5217
Student Name/Contact Info: Courtney White, cwhite31@emich.edu, (810) 772-3322
Capstone Professor: Dr. Jeannette Kindred, jkindred@emich.edu

Description of the Agency, Mission, and Community:

Healers of Color Collaborative of Michigan Inc. (HCCM) is a non-profit organization founded by Nedra Cannon after the growing outcry for mental health, sexual health, and other services for people of color. It is intended to provide social and emotional support and resources for Black, Indigenous, People of Color, and LGBTQIA+ Communities. These services will be free of charge to the BIPOC communities, faith-based communities and other marginalized populations. HCCM will hold fundraisers to create affordable therapy options for people of color, training of BIPOC mental health therapists and other healers of color while reducing stigma for mental health through workshops.

The Vision of Healer of Color Collaborative of Michigan Inc. is to significantly improve the mental health and well-being of BIPOC/QTPOC of communities throughout Michigan through counseling and other holistic practices, education, and support while decreasing stigma attached to being a person of color experiencing mental health concerns.

Cannon, Nedra [[linkedin.com/in/nedra-cannon-she-her-hers-51926878](https://www.linkedin.com/in/nedra-cannon-she-her-hers-51926878)]. 2021, May 13.
LinkedIn. <https://www.linkedin.com/jobs/view/fundraiser-grantwriting-intern-at-healers-of-color-collaborative-of-michigan-inc-2512175272/>

Cannon, Nedra [[m.facebook.com/NedraYCMentalHealthFirstAid/](https://www.facebook.com/NedraYCMentalHealthFirstAid/)] (MHFA). 2021, May 13.
Facebook. <https://www.facebook.com/healersccm>

Healers of Color Collaborative of MI Inc. 2020. <https://www.healersofcolorcollaborative-mi.org/>

Description of the Project and the Need that the Project will fill:

I plan on creating a fundraiser for HCCM: “for my birthday” fundraiser (for myself and my 1 y/o nephew). I hope to raise \$1000 with this fundraiser. Additionally, I will invite my 700+ Facebook friends to like HCCM’s Facebook page to spread awareness of the organization.

I will be adding HCCM to Barton Malow Company’s nonprofit/charity match program. Employees will be able to either donate one time, or continuously to HCCM through this program. I will also be facilitating Barton Malow’s community week services to HCCM offering skill-based opportunities for Barton Malow employees to donate their time. These services include:

- Accounting
- Communications
- Continuous Improvement
- Graphic Design
- Human Resources
- Insurance
- IT/Systems
- Legal/Risk Management
- Marketing & Strategy
- Procurement
- Safety

I will be listing HCCM as our “nonprofit of the month” for the month of July, where all Barton Malow employees nationwide will be able to learn about the mission and donate. We will also offer the opportunity for one or more representatives of HCCM to speak at Barton Malow’s “Mosaic Cultural Conversations”. This venue provides a forum for individuals or groups to share their experiences, culture, and insights to help explore and expand others’ knowledge. Since last year, the MOSAIC Team Member Network has had the pleasure of leading the celebration of the people and cultures that make up Barton Malow. Thanks to amazing guest speakers, writers, and our MOSAIC Cultural Champions, we have been able to present Cultural Conversations and celebrate:

- Native American Heritage Month
- Black History Month
- Hispanic American Heritage Month
- Jewish Heritage + Hanukkah
- Women's History Month

By presenting at a Mosaic, the mission and culture of HCCM will reach a large, diverse group of individuals who wish to learn and grow.

Student Responsibilities:

- Create birthday fundraiser pages on Facebook, detailing need of the organization and how people can donate; make sure there is a deadline date.
- Invite all FB friends to like HCCM.
- Utilize HCCM’s W9 to create a vendor number in Barton Malow’s system so that donation funds may be paid to the organization
- Create informational email blasts to Barton Malow employees to learn about the organization & facilitate match program
- Write and publish article about HCCM on Barton Malow’s “Dirt” page
- Organize Barton Malow efforts for community week opportunities with HCCM

Student Learning Objectives:

- Gain better knowledge and understanding about HCCM as an organization.
- Learn more about why the need for HCCM is so great in the community.
- Advance my fundraising skills using social media and networking.
- Acquire working knowledge of mental health issues that will pertain to my psychology minor
- Gain communication experience which will help me grow in my career field
- Opportunities to work interdepartmentally with Barton Malow

Agency Responsibilities:

- Provide feedback to student and instructor
- Representative will meet via Zoom, weekly
- Will keep students updated with board meeting schedule
- Assist and follow up with students' professional and personal goals
- Update student with additional tasks to meet hour requirements
- Provide feedback to student and instructor

Timeline:

- Create match program partnership between BMC & HCCM: 6/1/2021
- Fundraiser ends: 6/18/2021
- Fundraiser money to be delivered to HCCM: 6/21/2021 (tentative)
- Final project assessment meeting: 6/21/2021 (tentative)
- Weekly Zoom meetings with Secretary of HCCM and other students

Approval and Signatures:

Courtney White	<i>Courtney White</i>	5/23/2021
Student (Print Name)	Student (Signature)	Date
Chase Anderson	<i>(Chase Anderson)</i>	5/21/2021
Agency Rep (Print Name)	Agency Rep (Signature)	Date