

The 2009 Visible Challenge

**We're pleased to
announce our challenge
winner: Joy Junction
from Albuquerque, NM.**

In celebration of our 5th Anniversary, the EDGE Group sought out the most visible nonprofit organization in the United States. Organizations from all over the country, representing a wide array of mission-driven work, applied. (It was thrilling for us to read about all the amazing work going on in our communities!) From all of those submissions, we had the task of selecting just one winner – an organization that represented itself with clear, detailed, inspiring and ROI-driven language.

Our Winner: Joy Junction (Albuquerque, NM)

We are the largest emergency shelter in New Mexico, and the only shelter that takes families and keeps them together. We average 300 people a night, of which 70-80 are children. We serve just over 10,000 meals a month including "sack" lunches for people that miss a meal or have to go to work. In its 23 years, Joy Junction has functioned solely off the generosity of the Albuquerque community, receiving no government funding.

What we liked: The organization clearly defines its location, its services, and a number of details that both separate it from the nonprofit pack (e.g. largest shelter in New Mexico, keep families together) and express the magnitude of its impact (e.g. 300 people per night, 70-80 children, 10,000 meals).

Honorable Mentions: We wanted to give props to a few other visible organizations too.

Second Harvest Food Bank of Orange County (Irvine, CA)

The primary work of the Second Harvest Food Bank of Orange County is collecting and distributing food. Our mission is to eliminate hunger in Orange County. Since our inception in 1983, SHFB of OC, has provided over 235 million pounds of food to the hungry in Orange County. Last year alone, we distributed 11 million pounds of food to those in need. SHFB serves those at risk of hunger throughout Orange County, including the following cities: Anaheim, Brea, Costa Mesa, Fullerton, Garden Grove, Huntington Beach, La Habra, Los Alamitos, Orange, Santa Ana and Stanton. Last year we received the services of 7,000 volunteers, equating to 92,000 hours, which accounts for 55% of our work force.

Children's Association for Maximum Potential (Center Point, TX):

CAMP's mission is to strengthen and inspire individuals with special needs - and those who care for them - through Recreation, Respite, and Education. CAMP offers nine weeks of residential summer camping to individuals with special needs and aged 5 to 45 and their non-disabled siblings aged 5 to 12. We offer school-year programs such as Parents Night Out one Friday per month (September through May) for children with special needs and their non-disabled siblings aged 6 months to 13 years' Teen and Adult Day Adventure one Saturday per month where individuals with special needs aged 14 and up are taken out into the community to enjoy a recreational activity; and monthly weekend camps.

Skid Row Development Corporation (Los Angeles, CA)

Skid Row Development Corporation's mission is to improve the lives of the homeless and low-income population of the community commonly known as Skid Row, by providing shelter, board, counseling, job training, employment-placement and housing-placement to any adult free of charge. We operate 101 Single-Room Occupancy hotels that offer a safe and clean environment for adults with an income of 40% of median or below, and 17 safe low-income rental units offering "independent living" for adults with children or family members. Over the last 15 years alone, we have served over 16,000 homeless individuals by providing shelter, meals, training, job placement and permanent-housing placement. Most recently, in the last 3 years, we have placed an average of 60% of our clients into permanent housing and an average of 52% into jobs. Our clients' success is what makes us truly special.



Still looking for a challenge?
We're launching our next EDGE
challenge event on October 15, 2009.

Don't miss out on another opportunity for your organization to strut its stuff and win.
Make sure to register for updates and mailings at www.theEDGEgroup.org/contact.htm