

# Jacob Newman

**2024 Marketing Portfolio**

**jacobnewmancomics.com**

**Jacobnewman1111@gmail.com**

**414-690-2706**

# Education + Certifications

- B.S. in Strategic Communication – Advertising, Public Relations, & Design – Minor in Sociology
- 3.8 cumulative GPA
- Selected for CMCI Student Exhibition
- Google Analytics certification maintained since 2020
- Google A.I. adwords certification since 2023
- Adobe Suite certified (Photoshop, Premiere, Acrobat, etc.)
- Microsoft Suite certified (Excel, PowerPoint, Word, Outlook)

# Professional experience

- Marketing & Development Coordinator – The Opportunity Tree 2023 – Current
- Account Coordinator – Ibotta, Inc. 2021 – 2023
- Digital Marketing Intern – Feeding America – 2021
- Digital Marketing Strategy Intern – Don Juan Chiles – 2021
- Marketing Intern – Sara's Cosmic Cookie Dough – 2019
- Marketing Intern – Active Interest Media - 2019
- Volunteer Coordinator – Radio 1190 – 2018 – 2019
- Cartoonist, CU Independent – 2018 - 2021

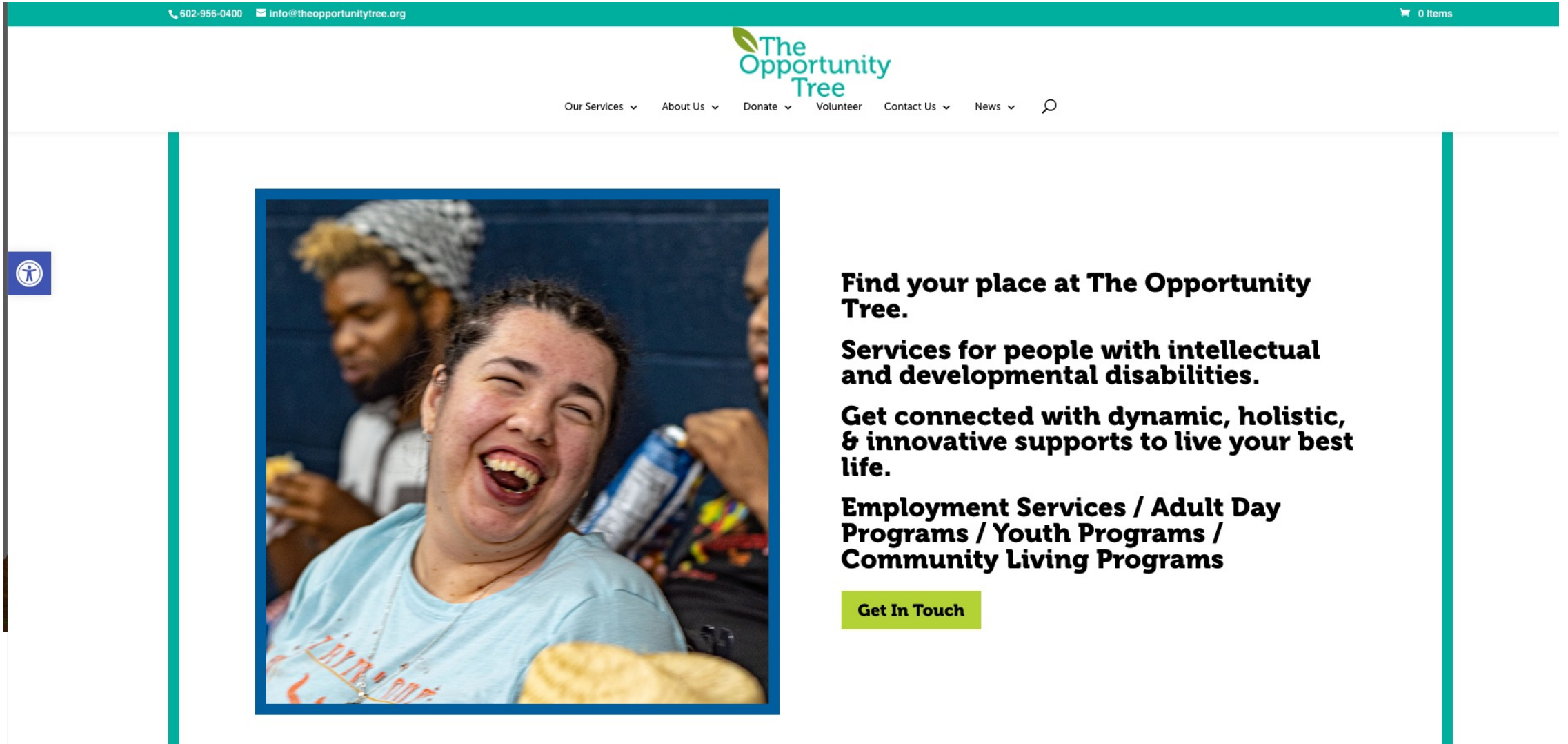
# Marketing + Design goals

- Universal design
- ADA compliant design
- Simple & clear graphic design
- Colorful & joyful graphics
- Neurodivergent-inclusive design & writing
- Person-first communications

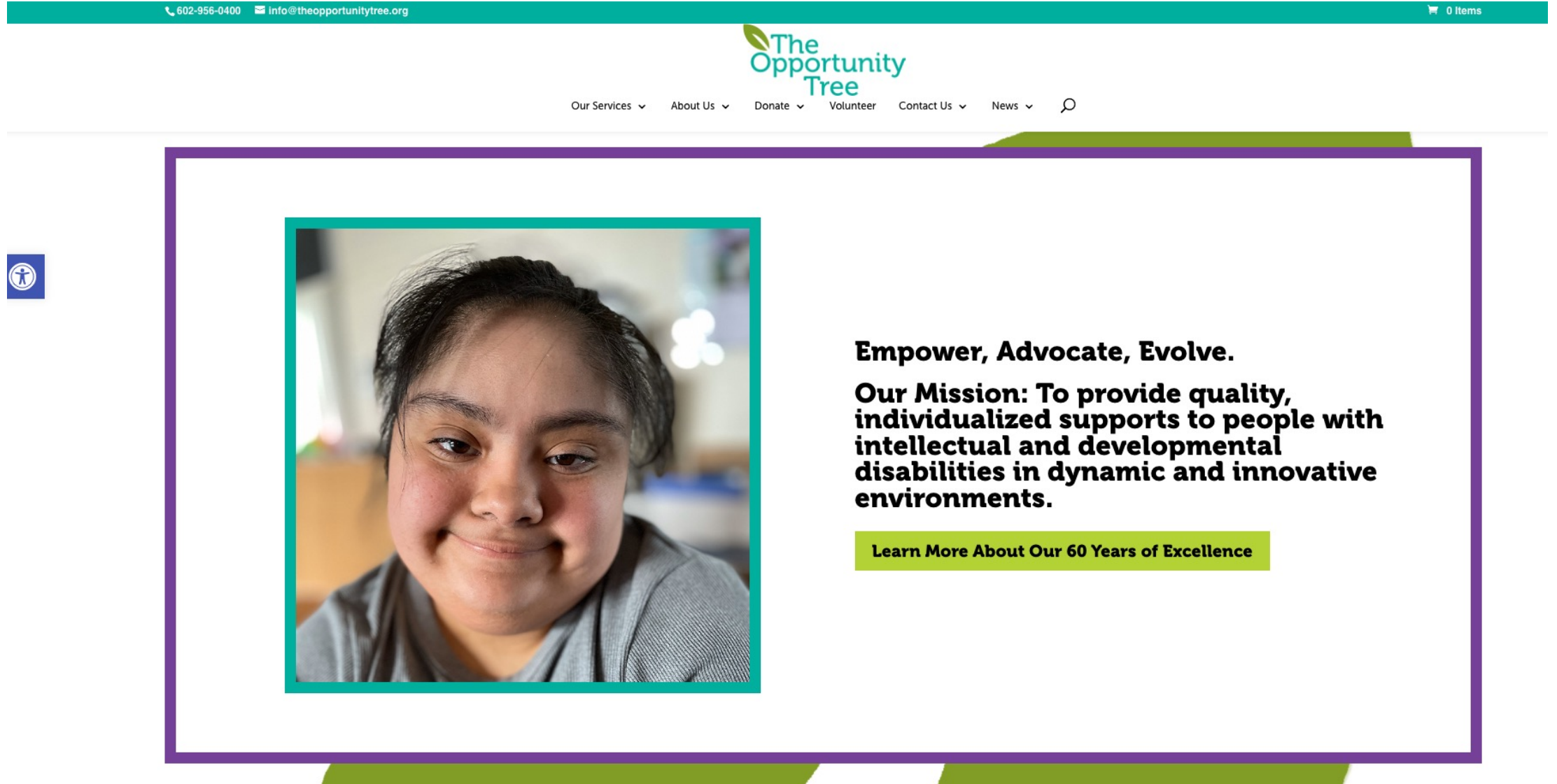
# **Deliverable experience**

- ADA-compliant web design
- Social media design, copywriting, & management
- Newspaper & magazine ads
- T-shirt design, Merchandise design (stickers, fidget spinners)
- Logos
- Public signage
- Display posters
- Presentations
- Letterhead template

# Web design



# Web design



# Webpage design

602-956-0400 info@theopportunitytree.org

0 Items

The Opportunity Tree

Our Services About Us Donate Volunteer Contact Us News



## The Roots of The Opportunity Tree

For 60 years, The Opportunity Tree has been committed to providing quality, individualized support to people with intellectual and developmental disabilities in a dynamic, innovative and creative environment.

In 1955, the Arizona Society for the Brain Injured was founded with the goal of giving children the opportunity to develop the capabilities to live happy and fulfilling lives.

In 1963, the organization that would eventually become The Opportunity Tree was created when the Arizona Society for the Brain Injured and the Self Aid Workshop merged. The resulting organization was called Arizona Foundation for the Handicapped.

In 1976, our Casa Grande center opened, expanding our impact to Pinal County, Arizona.

In early 2018, to keep up with the times, Arizona Foundation for the Handicapped was officially renamed "The Opportunity Tree". To signal the fact that our Members always come first, this name was chosen by a Member. It comes from the Member's idea to call us "The Red Tree". Our community put post-it notes on a wall with their suggestions, and this was chosen, so we don't know who specifically came up with this name. Later, in a quiet moment, we realized that "The Red Tree" was the large tree in the courtyard of our Phoenix campus, blooming vibrantly with red blossoms in late spring. Through so many iterations of this organization, this tree



Pictured above, a group of people stand on the land that would become the Perry Center in Central Phoenix, sometime in the early 1950's. Later, The Perry Center would become AFH, and then The Opportunity Tree.

# Print advertisements



Empower. Advocate. Evolve.

**209 W. 1st St.  
Casa Grande,  
AZ 85122**

**602-956-0400**

**info@theopportunitytree.org  
theopportunitytree.org**



**The Opportunity Tree is a nonprofit organization that provides quality, individualized supports to people with intellectual or developmental disabilities in dynamic and innovative environments.**



**Employment Services / Adult Day Programs  
Youth Programs / Community Living Programs**

# Business cards

# Roman Roberts

**Employment Support Specialist**

**602-956-0400 ext. 106**

**Cell: 623-256-7307**

**[rroberts@theopportunitytree.org](mailto:rroberts@theopportunitytree.org)**

**[theopportunitytree.org](http://theopportunitytree.org)**



Empower. Advocate. Evolve.



# Business cards



# Impact statement



The Opportunity Tree is a nonprofit organization that provides quality, individualized supports to people with intellectual or developmental disabilities in dynamic and innovative environments.

As an Employment First agency, we believe in the full inclusion of people with disabilities, including significant disabilities, in the workplace and community.

## By The Numbers:

- 🌱 Serving Arizona since 1963
- 🌱 Over 250 Members Across Arizona
- 🌱 Over 70 Members served for 30 consecutive years or more
- 🌱 Programs and Services in 4 Communities Across 2 Counties
- 🌱 4 Campuses & 20 Community Integrated Residential Settings
- 🌱 Over 100 Members in Employment Services Programs
- 🌱 Over 75 Athletes Competing in 8 Special Olympics Sports Per Year
- 🌱 Over 1000 people connected with programs & services annually
- 🌱 All-inclusive programs and services for people with disabilities beginning at age 14 through every stage of the life cycle
- 🌱 Pioneering Supported Aging Program for seniors across 2 counties

The Opportunity Tree is committed to promoting the development of a society that fully embraces individuals with intellectual and developmental disabilities through inclusion, advocacy and opportunities.

**Get in touch:**  
info@theopportunitytree.org



## Logo design



## Logo design



# Infographic



# Presentation

## Marketing at a glance

**22 eNewsletters  
sent to 1000+  
individuals**

**44 Instagram  
posts to 675  
individuals**

**45 Facebook posts  
to 888 individuals**

**30 LinkedIn posts  
to 180 individuals**

**100+ People  
attend first-of-its-  
kind 60<sup>th</sup>  
Anniversary event**

**6 magazine ads  
published in 6  
publications  
across 2  
publishers**

**1 KJZZ radio  
placement**

**Complete website  
overhaul**

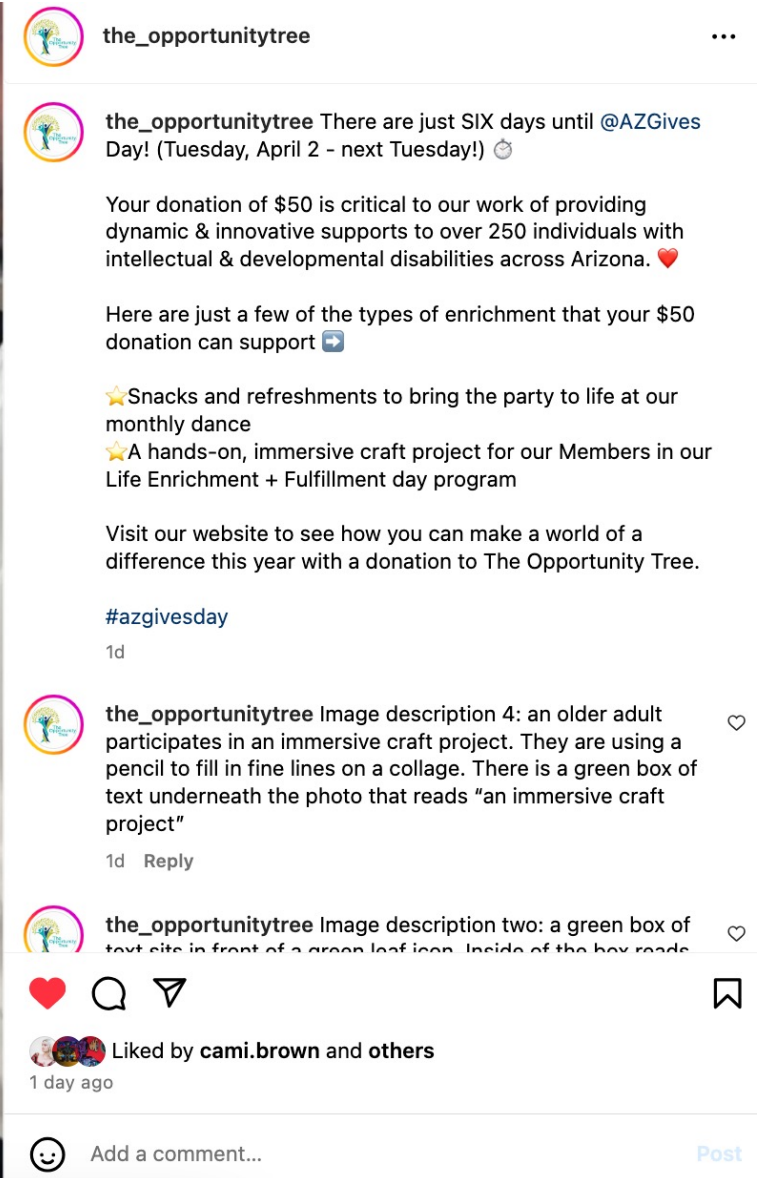
**Donation  
infrastructure  
built on website  
(Woocommerce)**

**Donor  
management  
platform launched  
+ implemented**

**Analytics  
infrastructure  
launched**

**Charity Navigator  
+ Guidestar  
profiles claimed &  
overhauled**

# Social media



# Social media



**the\_oppportunitytree**

The Opportunity Tree



**the\_oppportunitytree** Tree Fort rules! 🌳

Our Tree Fort youth programs offer high octane after school and break programs for teens with disabilities still in high school, at all 4 of our campuses. 🖋️

Since 2018, the Tree Fort! has provided youth ages 14+ across Southern Arizona with programming that is immersed in the community, prepares teens for life after graduation, and opens the door to The Opportunity Tree's SEEDS Employment Services and LEAF adult programs. 💜

The transition period from high school to adult life can be one of the most challenging for all of us- the Tree Fort serves to help teens and families bridge this gap smoothly and successfully, while hanging out in a dynamic and innovative afterschool program. ⭐

Did you know that by using your Arizona Charitable Tax Credit, you can make a donation and qualify for a dollar-for-dollar credit off of your state taxes?

Drive your taxes for Opportunity this year by making a tax credit donation for our Tree Fort youth program!

Image description can be found below in the comments.

Edited · 12w



**the\_oppportunitytree** Image 5: 8 teenagers are seated at a table, engaged in a craft in a large warehouse space with



Liked by **clouds\_grossi** and 243 others

December 29, 2023



Add a comment...

Post

# Social media



**the\_opportunitytree**  
The Opportunity Tree



**the\_opportunitytree** Elizabeth is a Member of The Opportunity Tree's Casa Grande campus, & a prolific artist.

Her mediums include paper dolls and oil pastel illustrations. Through The Opportunity Tree's partnership with [@scottsdalearts](#), she has been participating in a first-of-its-kind workshop series designed to connect artists with intellectual and developmental disabilities with professionals to hone their skills as studio artists.

Outside of the workshops, she is a Member of our Life Enrichment & Fulfillment (LEAF) adult day program, engaging in dynamic & innovative experiences with our other Members. Recently, she gave our Casa Grande campus a colorful new identity with a gradient of dozens of pastel illustrations that she created. They span various cultural reference points, some showcasing iconic existing characters, some showcasing new characters she created from her own imagination, and some with reimagined versions of existing characters.

We are grateful to have Elizabeth in our community, and for all of the color & creativity that she brings each day.

This year, we are calling on you to support The Opportunity Tree and our Members like Elizabeth through Arizona's Charitable Tax Credit program. The program allows you to make a donation of up to \$421 for individuals, or \$842 for couples filing jointly and get a dollar-for-dollar credit on your state taxes!



Liked by **zucchinibreadofficial** and 200 others

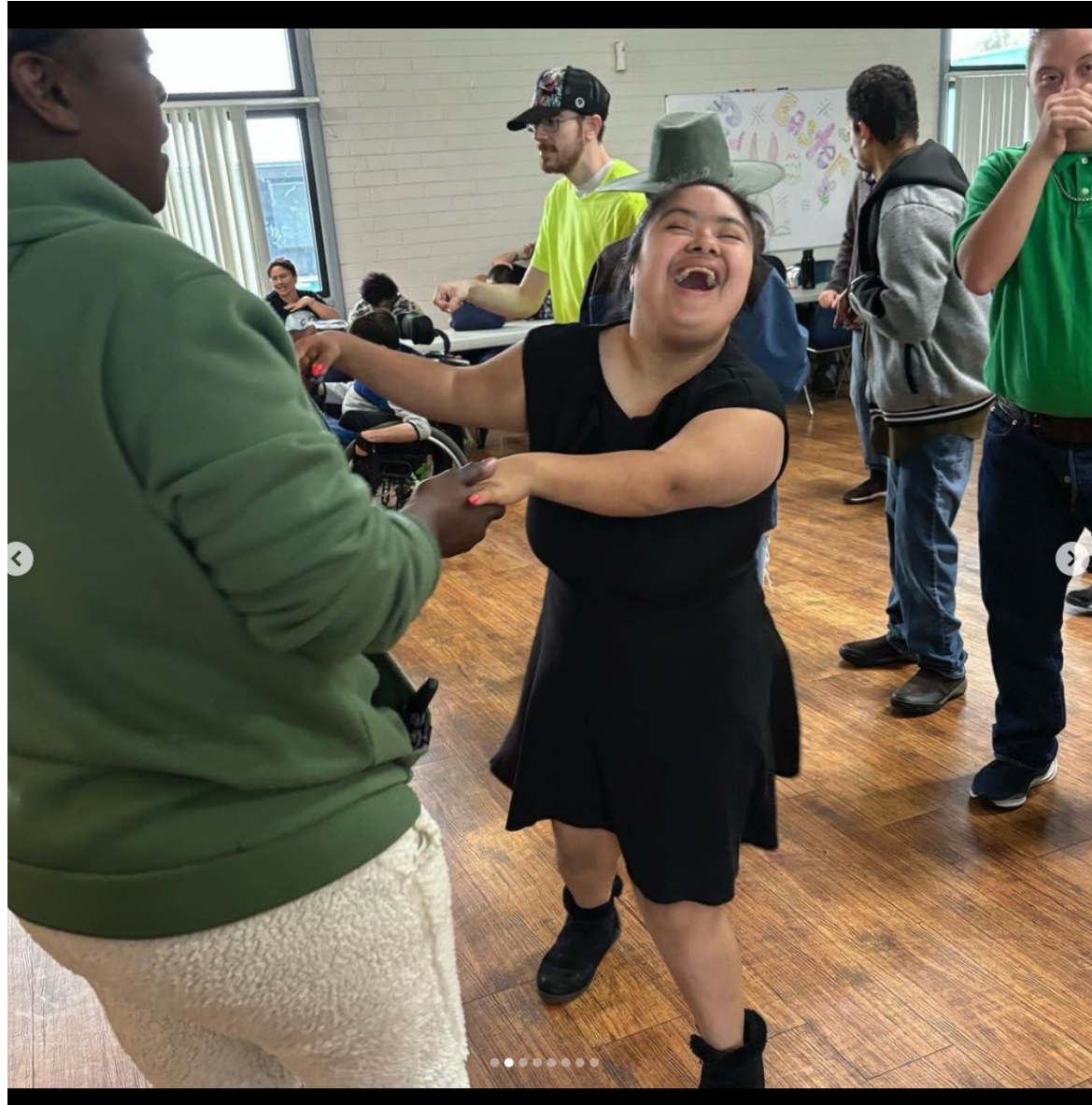
February 23



Add a comment...

Post

# Social media



**the\_opportunitytree**  
The Opportunity Tree



**the\_opportunitytree** Please join us in congratulating our friend DJ Raf on 25 years of throwing THE ultimate dance parties for the I/DD community! Thank you DJ Raf for celebrating this impactful milestone with us at our monthly Dance Fiesta in Phoenix. 🎉

What started organically with DJ Raf bringing his talents to the Tree's annual holiday party has become a high-impact monthly highlight for all of our Members across Arizona. It gives us the chance to engage in dance and movement therapy, build community, and simply have a great time leaving it all out on the dance floor. ❤️

Huge thank you to DJ Raf for bringing this enrichment to our Members, and for 25 years of helping people with disabilities increase quality of life on their own terms - drop a comment below and join us in congratulating the one and only DJ Raf! 🤖

📺 Supporting our Members has never been easier! Support us by:

- Donating your time through our volunteer opportunities.
- Quantifying your gift through our donation tiers. A donation of \$100 for example provides 1-on-1 Member employment supports or new, professional work apparel for our SEEDS Employment Services Members.
- Gifting your Arizona Charitable Tax Credit and getting a dollar-for-dollar credit on your state taxes of up to \$421 for individuals, or \$842 for couples filing jointly.



Liked by **zucchinibreadofficial** and 171 others

March 15



Add a comment...

Post

# eNewsletter



## A message from our CEO



To all our Community Partners and Supporters,

I hope this message finds you well, and I extend my heartfelt gratitude for your continuous support of The Opportunity Tree. As the CEO of The Opportunity Tree, I am honored to share with you the profound impact your generosity has on the lives of adults with intellectual and developmental disabilities (IDD). **Together we have accomplished the following in just over half of this fiscal year:**

- Connected over 1000 people to programs and services in four communities across two counties.
- Provided Employment First supports to over 250 members.
- Discontinued our sheltered workshop programs to ensure all of our Members access community integrated employment opportunities.
- Supported over 75 athletes competing in 8 Special Olympics Sports this year.
- Very successfully celebrated our 60<sup>th</sup> anniversary this past October.
- Pioneered our Supported Aging program for seniors in two counties- the first of its kind in the country.
- Hosted over 200 students with disabilities from over 15 schools on campus tours of youth and adult programs.
- Supported over 250 Members across four campuses and twenty integrated residential settings.



**Your donation, no matter the size, makes a difference.**

It is a beacon of hope for those we serve and a testament to your compassion and commitment to social justice. Together, we can create a world where individuals with IDD are valued members of our communities, celebrated for their unique gifts, and afforded the same opportunities as everyone else.

**Supporting our Members has never been easier - support us by:**

- Donating your time through our [volunteer opportunities](#).
- Quantifying your gift through our [donation tiers](#). A donation of \$100 for example provides 1-on-1 Member employment supports or new, professional work apparel for our SEEDS Employment Services Members.
- Gifting your [Arizona Charitable Tax Credit](#) and getting a dollar-for-dollar credit on your state taxes of up to \$421 for individuals, or \$842 for couples filing jointly.

On behalf of everyone at The Opportunity Tree, thank you for your unwavering support. Together, let us continue to champion diversity, equity, and inclusion, and empower lives with love and compassion.

With gratitude,

Kelli O'Toole

CEO



**Donate your  
Arizona Charitable  
Tax Credit**

# Display poster



**We're Hiring!**

**\$1,000 hiring bonus,  
\$500 referral bonus\***

**\*Circumstances vary - contact us to learn more.**

 **Work with the Tree!**  
[info@theopportunitytree.org](mailto:info@theopportunitytree.org)  
**602-956-0400**  
[theopportunitytree.org](http://theopportunitytree.org)  
**Phoenix/Casa Grande/Avondale/Maricopa**



Empower. Advocate. Evolve.

**You can make a world of a difference  
in the life of one person.**

# Public signage



# Public signage



# Public signage

**"Oh, What a Night!"**

**A Soirée Celebrating  
Community Impact**

**Friday, October 13, 2023**



# Advertising mailer (postcard)

**You are invited!**

**Join us in celebrating 60 years of  
Empowering, Advocating, and Evolving!**



**"Oh, What a Night!"**

**A Soirée Celebrating  
Community Impact**

**3146 E. Windsor Ave. Phoenix AZ, 85008  
Friday, October 13, 2023 5PM - 8PM**

**Cost: \$60**

**Now: Scan the QR code on the back!**

**Online: [theopportunitytree.org/60th](https://theopportunitytree.org/60th)**

**Email: [info@theopportunitytree.org](mailto:info@theopportunitytree.org)**

**Call: 602-956-0400 (Ext. 0)**

**Purchase a ticket & be a part of history!**

# Public signage



# Merchandise





# Shirt design



# Social media cover photo




# Social media cover photo





Find jobs


Company reviews

Find salaries















**Your work can change lives.**



The Opportunity Tree

69  | 3.0    

Follow

Write a review

Snapshot

Why Join Us

27 Reviews

461 Salaries

10 **Jobs**

17 Q&A

Interviews


Photos

### The Opportunity Tree Jobs in Scottsdale, AZ


what

where

job title, keywords



Scottsdale, AZ



Find Jobs

8 jobs near Scottsdale, AZ

See all 10 jobs →

Residential Program Manager

# Letterhead

Scott Roth



Empower. Advocate. Evolve.  
Phone: 602-956-0400  
[theopportunitytree.org](http://theopportunitytree.org)

Scott,

On behalf of The Opportunity Tree community, I thank you very much for your generous donation of [REDACTED]. Your support enables us to continue providing quality individualized supports to people with intellectual and developmental disabilities in dynamic and innovative environments across Arizona.

The Opportunity Tree is a 501(c)(3) nonprofit organization with 60 years of history in supporting individuals with intellectual and developmental disabilities across Arizona. Our Employment First programs, Tree Fort youth programs, Special Olympics sports, holistic adult services, community living homes, and other supports provide each of our over 250 Members opportunities to lead lives that are independent, self-fulfilling, and integrated in the community.

Your contribution makes a positive impact in promoting the development of a society that fully embraces individuals with intellectual and developmental disabilities through inclusion, advocacy and opportunities. Thank you.

Our EIN is 86-0180419 and our QCO ID is 20354. Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous donation. Please consult with your tax advisor to determine the tax implications of your gift.

Sincerely,

**Kelli O'Toole**  
**Chief Executive Officer**  
(602) 956-0400 (Ext. 200)  
[kotoole@theopportunitytree.org](mailto:kotoole@theopportunitytree.org)



Phoenix  
3146 E. Windsor Ave.  
Phoenix, AZ  
85008

Casa Grande  
209 W. 1st St.  
Casa Grande, AZ  
85122

Avondale  
328 W. Western Ave.  
Avondale, AZ  
85323

Maricopa  
19756 North Maricopa Rd.  
Suites #108 & 109  
Maricopa, AZ 85139

# Info flyer

# LEAF

Servicios y programas  
para adultos

Edades: 22 y más

Lunes - Viernes 8am-4pm

Gratís con servicios DDD

Transporte disponible

Phoenix/Avondale/Casa Grande/Maricopa  
DTA (Programa diurnos para adultos)

## Que es "LEAF?"

El programa LEAF ofrece experiencias dinámicos,  
animados, emocionantes y interesantes  
para que nuestros adultos se activan, crecen, desarrollan  
habilidades, y mejoran su calidad de vida.  
¡Únense a nosotros!

## LEAF en acción:

- ✓ Integración en la comunidad diario/semanal
- ✓ Deportes Special Olympics!
- ✓ Exploración vocacional
- ✓ Estilo de vidas activas y sanas
- ✓ Desarrollo de habilidades independientes
- ✓ Amistad, camaradería, desarrollo social
- ✓ Experiencias voluntariados
- ✓ Excursiones a museos, partidos profesionales, el teatro, y mas



¡Únense al Tree!

[info@theopportunitytree.org](mailto:info@theopportunitytree.org)

602-956-0400

[theopportunitytree.org](http://theopportunitytree.org)



**Phoenix**  
3146 E. Windsor Ave.  
Phoenix, AZ  
85008

**Casa Grande**  
209 W. 1st St.  
Casa Grande, AZ  
85122

**Avondale**  
328 W. Western Ave.  
Avondale, AZ  
85323

**Maricopa**  
19756 North Maricopa Rd.  
Suites #108 & 109  
Maricopa, AZ 85139

# Event flyers

You are invited:  
**"Oh, What a Night!"**  
A Soirée Celebrating Community Impact



Join us in celebrating 60 years of  
**Empowering, Advocating, and Evolving!**

The Opportunity Tree's 60th Anniversary Soirée  
marks six decades of supporting people with intellectual and developmental  
disabilities across Arizona. **Purchase a ticket & be part of history!**

 60th Scavenger Hunt

 Short program

 Meet our Members

 Silent Auction

 Full bar & appetizers

 Tours of our historic campus

**When:** Friday, October 13, 2023 5PM - 8PM

**Where:** 3146 E. Windsor Ave.  
Phoenix AZ, 85008

**Cost:** \$60 - **Ways to Purchase:**

**Website:** [theopportunitytree.org/60th](https://theopportunitytree.org/60th)

**Email:** [info@theopportunitytree.org](mailto:info@theopportunitytree.org)

**Phone:** 602-956-0400 (Ext. 0)



# Event flyers



## Day at the Tree Fort!

Join us for an all-encompassing tour  
to learn about our innovative Tree Fort!  
DTT youth program.

**When:**  
**Tuesday,**  
**February 20, 2024**

**Time:**  
**10 AM - 12 PM**

**Where:**  
**The Opportunity Tree**  
**Avondale Campus**  
**428 W. Western Ave.**  
**Avondale, AZ**  
**85323**



## What's in store:

Campus & program tours,  
**Special Olympics sports,**  
science & cooking project,  
Avondale Makerspace tour,  
& plenty more!

**Parents and families – join the tour to learn about our  
FREE youth programs for ESS students!**

# Sponsorship tiers



## Presenting Sponsor \$25,000+ Commitment



- Co-branding for the event title & all related messaging
- Official silent auction sponsor
- Full control over table centerpieces at the event
- 50 event tickets
- Premiere placement on the event itinerary
- Recognition speech from our CEO at the event
- Full-page recognition on agency website
- 50 t-shirts with premiere position on the official 60th event shirt
- Exclusive video produced in-house by The Opportunity Tree celebrating partnership
- 4 e-news feature placements in our recurring newsletter to 1000+ people
- 4 co-branded social media posts across all The Opportunity Tree channels
- Corporate signage and recognition at our 4 statewide campuses for a full year
- Premiere signage placement at the event
- Keynote address opportunity at the event
- Premiere recognition on our sponsored SWAG bag given to event attendees
- Photo opportunity with CEO, members, Fireslammer (our Special Olympics Mascot)



### Questions?

Get in touch:



info@  
theopportunitytree.org

# One-pager



**QCO:**  
**20354**  
**EIN:**  
**86-0180419**

## The Opportunity Tree

**The Opportunity Tree is a nonprofit organization that provides quality, individualized supports to people with intellectual and developmental disabilities in dynamic and innovative environments.**

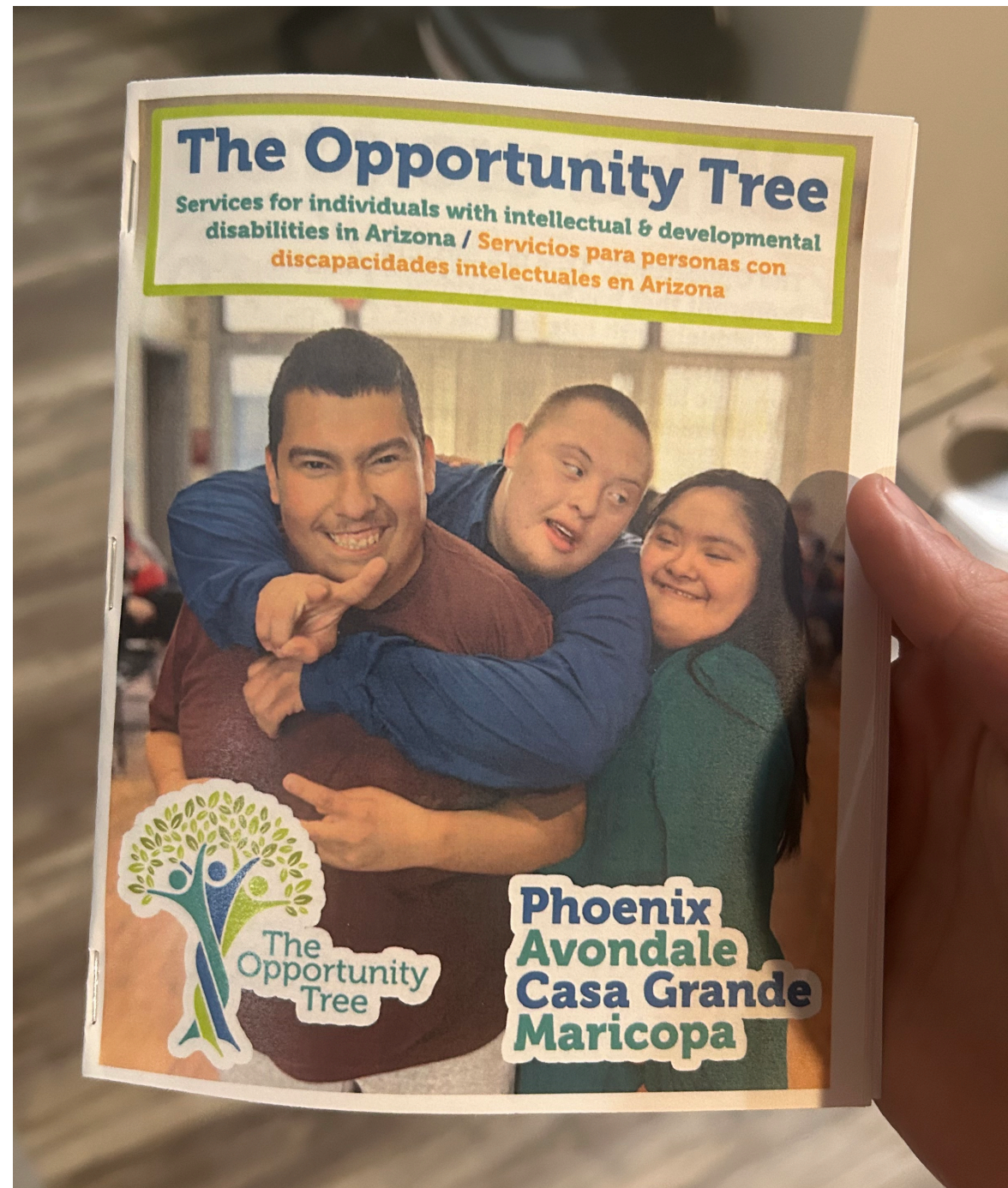
- 🌱 **Serving Arizona since 1963**
- 🌱 **Over 250 Members Across Arizona**
- 🌱 **Over 70 Members served for 30 years or more**
- 🌱 **Programs and Services in 4 Communities Across 2 Counties**
- 🌱 **4 Campuses & 20 Community Integrated Residential Settings**
- 🌱 **Employment First supports and services for over 250 Members**
- 🌱 **Over 75 Athletes Competing in 8 Special Olympics Sports Per Year**
- 🌱 **Over 1000 people connected with programs & services annually**
- 🌱 **All-inclusive programs and services for people with disabilities beginning at age 14 through every stage of the life cycle**
- 🌱 **Pioneering Supported Aging Program for seniors across 2 counties**

**Drive your state tax dollars for Opportunity this year by making a donation to The Opportunity Tree and receiving a dollar-for-dollar credit on your state taxes!**

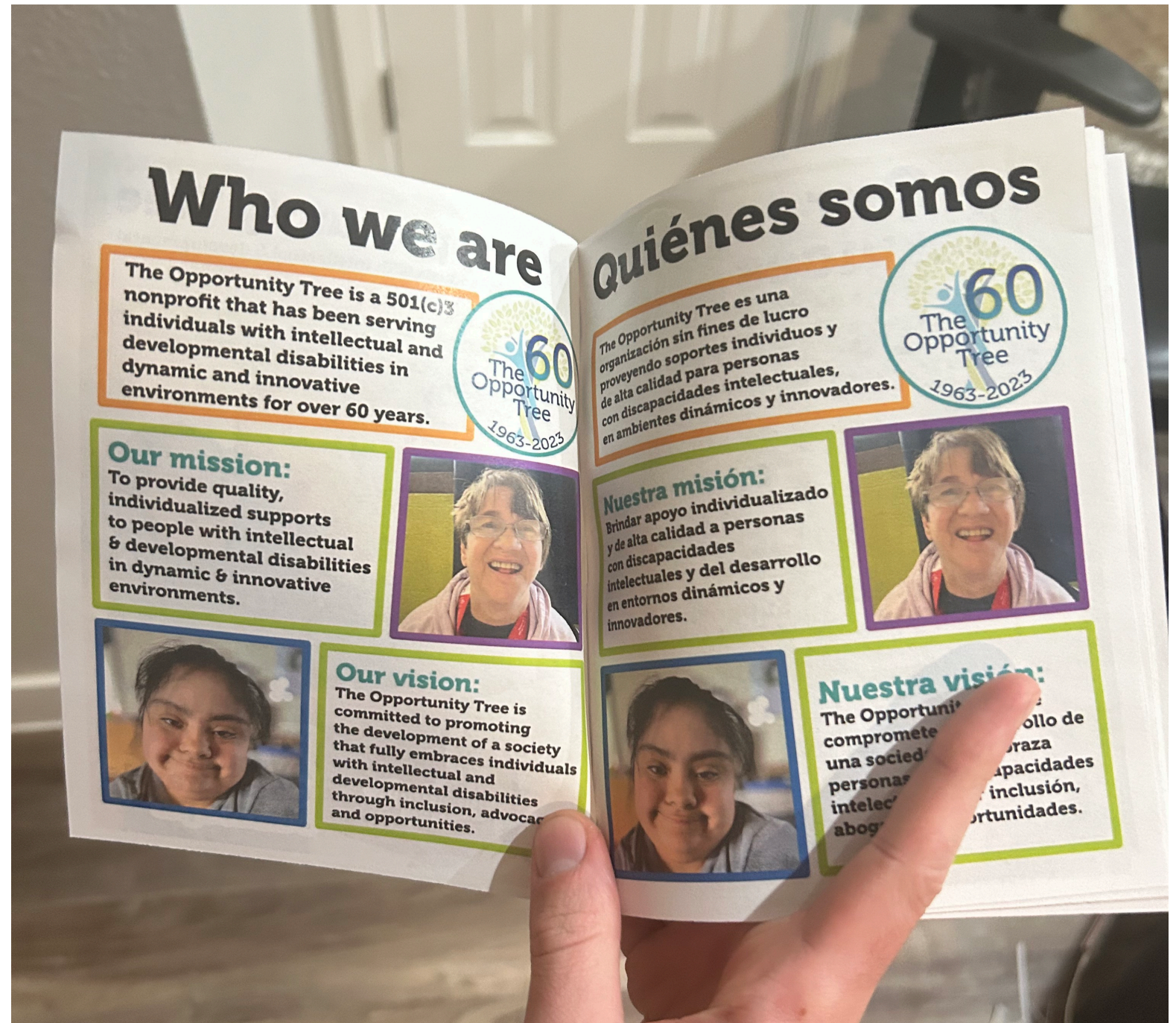
Make a donation of \$421 as an individual, or \$842 as a couple filing jointly, and the AZ State Charitable Tax Credit can qualify you for a dollar-for-dollar credit on your state taxes. Consult a tax professional for the full implications of your donation.

**Call: 602-956-0400 Email: [info@theopportunitytree.org](mailto:info@theopportunitytree.org)**

# Booklet



# Booklet



# Brochure



**Our mission:** To provide quality individualized supports to people with intellectual & developmental disabilities in dynamic & innovative environments.

**Our vision:** The Opportunity Tree is committed to promoting the development of a society that fully embraces individuals with intellectual and developmental disabilities through inclusion, advocacy and opportunities.



Over 60 years of Empowering, Advocating, & Evolving for Arizonans with intellectual and developmental disabilities.

## Get in touch!

**Phone:** 602-956-0400

**Email:** [info@theopportunitytree.org](mailto:info@theopportunitytree.org)

**Website:** [theopportunitytree.org](http://theopportunitytree.org)

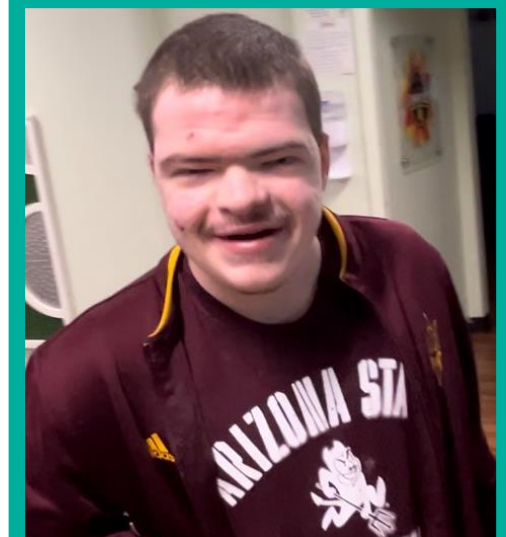
**Instagram:** [@the\\_opportunitytree](https://www.instagram.com/the_opportunitytree)

**Facebook.com:** [theopportunitytree](https://www.facebook.com/theopportunitytree)

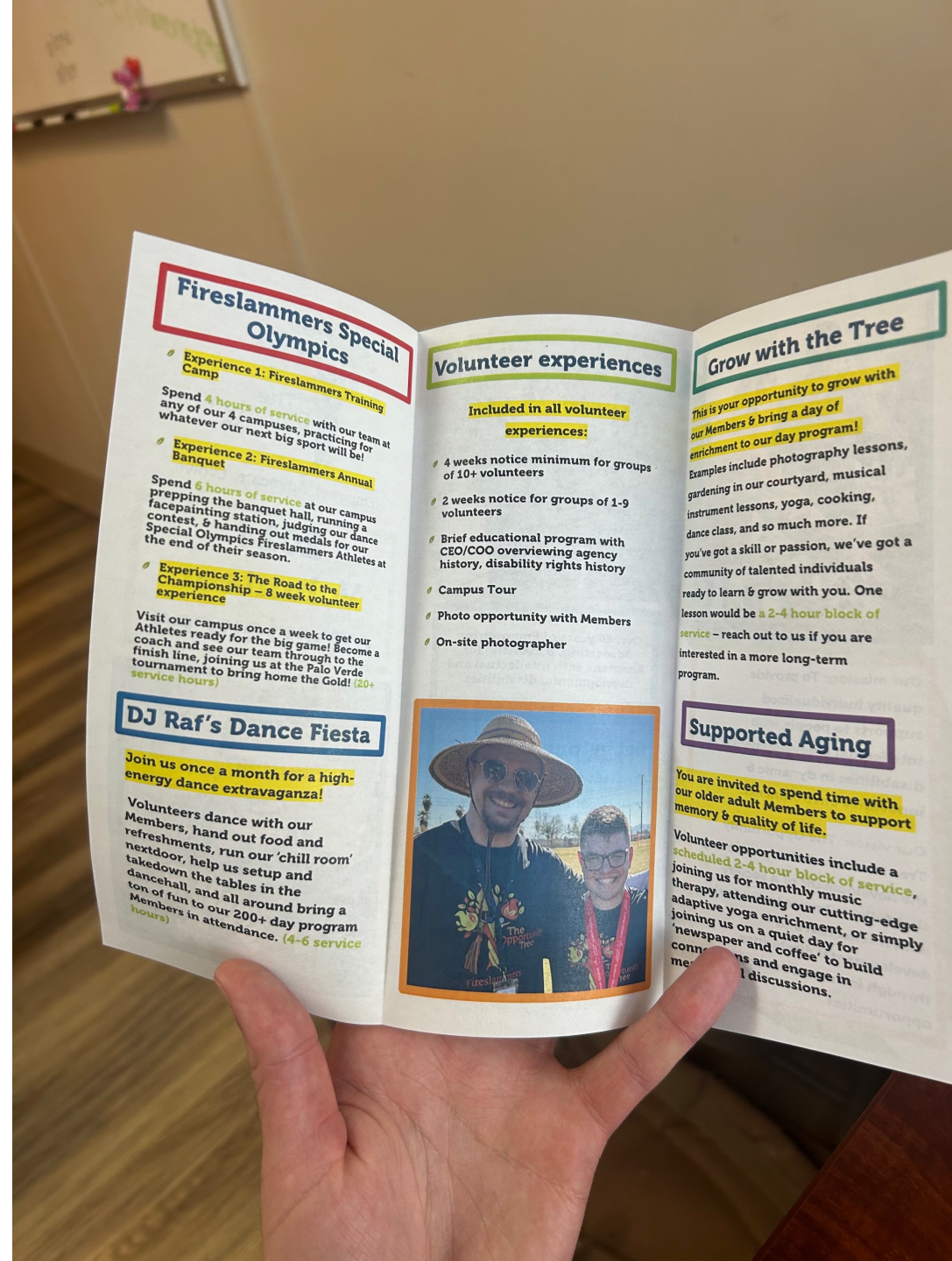
**LinkedIn:** The Opportunity Tree



**2024  
Volunteer  
experiences**



# Brochure



# Event photography



# Event photography



# Professional photography



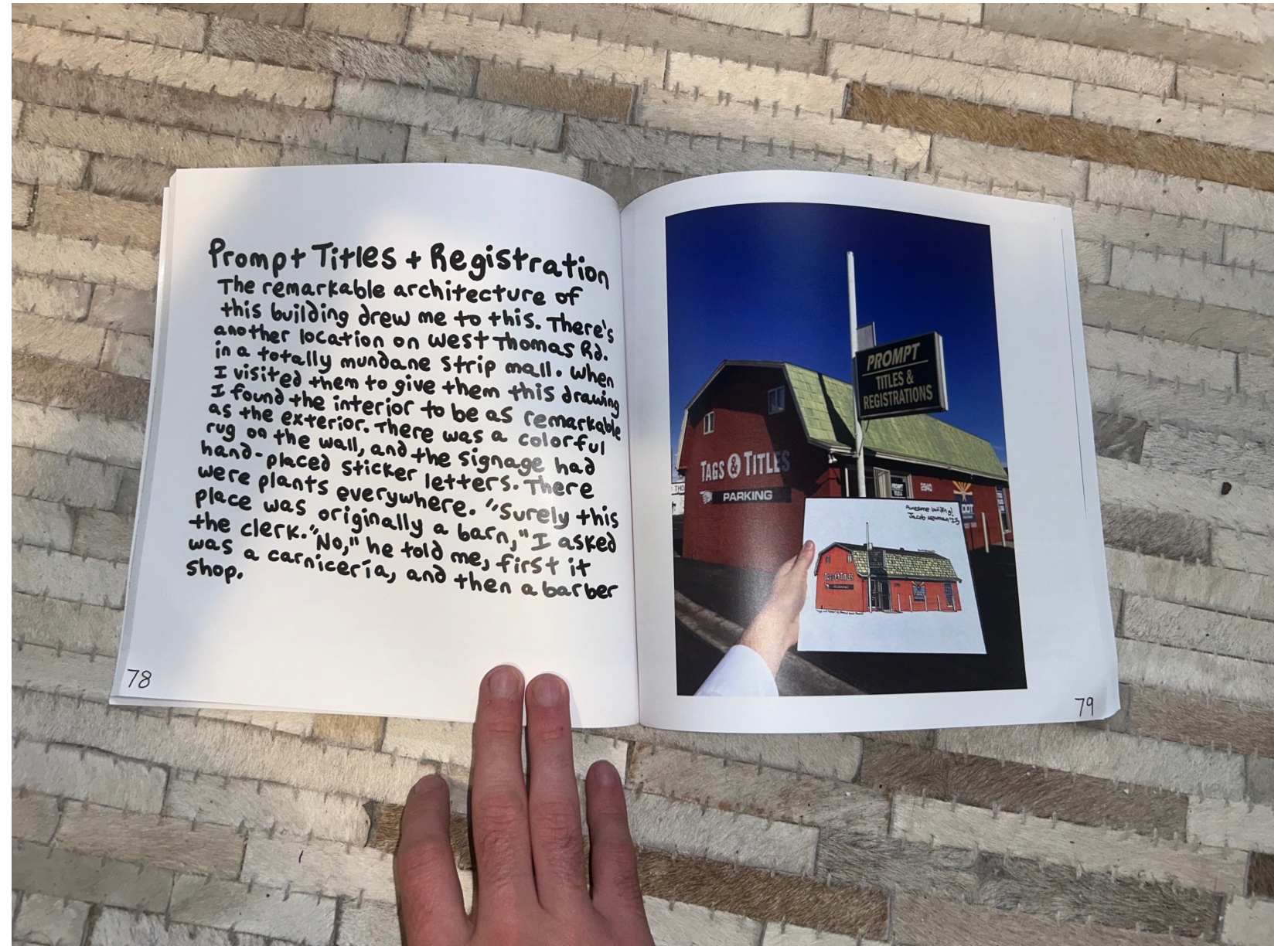
# Professional photography



# Illustration



# Bookmaking



**Get in touch:**

**[jacobnewmancomics.com](http://jacobnewmancomics.com)**

**[Jacobnewman1111@gmail.com](mailto:Jacobnewman1111@gmail.com)**

**414-690-2706**

**Jacob Newman**