THE ALPHA GROUP

MAY - AUG 2023

INTERNSHIP PORTFOLIO

HELPING PEOPLE WITH ABILITIES SUCCEED.

MEREDITH KELLER

THEALPHAGROUP

ABOUT THE ALPHA GROUP

The Alpha Group is a 501(c)3 nonprofit that serves over 700 individuals throughout 13 counties in Central Ohio and beyond. The Alpha Group has been providing services to individuals with disabilities since 1970. Their mission is to help empower and support those they serve in achieving independence and success. They believe everyone - regardless of disability - has the right to participate in their community.

They offer four main services: Integrated Adult Day Program (which includes social, recreational, and therapeutic activities), Supportive Living (to help people stay at home independently), Transportation (up to 2,000 trips per month), and Workforce Development (to prepare those they serve for successful employment).

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MAY - AUG 2023

THIS CERTIFICATE IS PROUDLY PRESENTED TO

MEREDITH KELLER

FOR COMPLETING

INITIAL TRAINING

The following topics are covered in this module:

Initial Training, including all seven training modules required by DODD (3.75 hours of content) taken by new hires prior to working with individuals with developmental disabilities:

Module 1 - Introduction to Supporting People with Developmental Disabilities

Module 2 - The Bill of Rights for People with Developmental Disabilities and the NADSP Code of Ethics

Module 3 - Trauma Informed Care and Restrictive Measures

Module 4 - Health and Safety - Part one

Module 5 - Health and Safety - Part two

Module 6 - Valued Roles

Module 7 - Introduction to Empathy

05/30/2023

Brittco software

INTERNSHIP PREPARATION

In preparation for my internship, I earned my certificate in "Supporting People with Developmental Disabilities" from the Ohio Department of Developmental Disabilities. This training educated me on the rights of individuals with disabilities, ethical standards, methods to handle trauma-inducing situations, health and safety protocols, encouraging valued roles in society, and developing empathy.

Ohio Department of Developmental Disabilities

INTERNSHIP IMPLEMENTATION

I interned with The Alpha Group, which focuses on empowering and equipping individuals with disabilities. My role involved planning and implementing special events, securing in-kind donations and other fundraising initiatives, managing event and volunteer databases, organizing event ticket sales and contractors, and taking photos and videos for the website and social media to enhance the organization's brand image.

THE ALPHA GROUP

MAY - AUG 2023

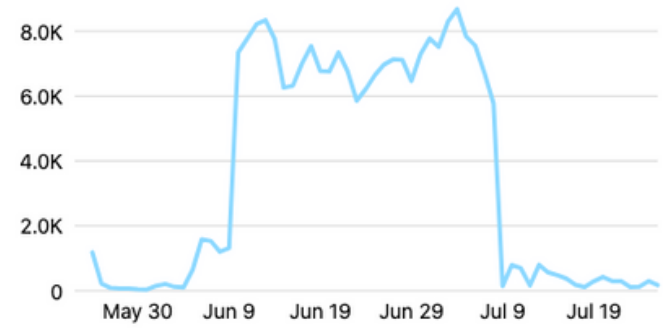
SOCIAL MEDIA

As the Marketing & Events intern for Alpha Group, I managed their Facebook, Instagram, and Twitter accounts using Meta Business Suite. My work resulted in a 924.2% increase in The Alpha Group's Facebook reach and an 803.2% increase in their Instagram reach. Additionally, page visits on Facebook rose by 214.8%, while 164.8% more people visited The Alpha Group's profile on Instagram.

Reach

Facebook reach

98,745 ↑ 924.2%



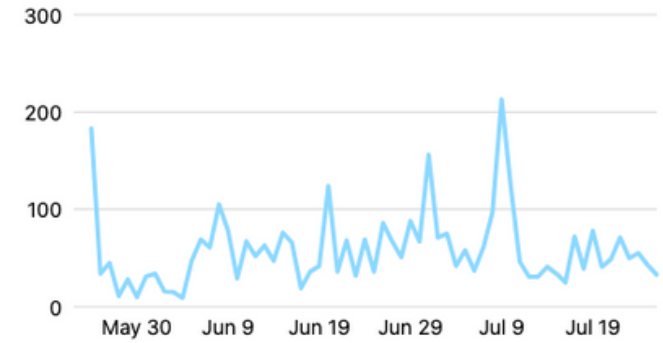
Instagram reach

5,121 ↑ 803.2%

Page and profile visits

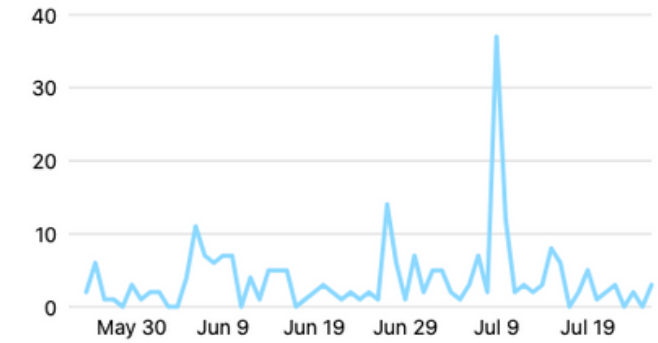
Facebook visits

3,670 ↑ 214.8%



Instagram profile visits

241 ↑ 164.8%



"MAKE A DIFFERENCE" CAMPAIGN

I encouraged people to donate to The Alpha Group, which provides programs and services for those with disabilities. Our "Ways to Give" page outlines seven ways that people can support us: 1) Monetary gifts (one-time or recurring); 2) Volunteering at fundraising events, such as the Zoom Duck Derby; 3) Signing up for Kroger Rewards Program; 4) Making planned giving through a will, bequest, or trust; 5) Partnering with the Columbus Foundation; 6) Becoming a sponsor of our annual fundraising events; and 7) Submitting donor stories on Facebook as part of our "Make a Difference" Campaign. Each week featured a different way to donate, with direct links for making contributions. The "Make a Difference" Campaign was a success, raising awareness and significantly increasing funding for our programs such as Integrated Adult Day Program, Supportive Living, Transportation, and Workforce Development.

POST FROM THE "MAKE A DIFFERENCE" CAMPAIGN

The Alpha Group.
19h ·

Welcome to the Make a Difference Series! Here, we'll show you how easy it is to give back to The Alpha Group. Your contributions of time, talent, and money help us continue providing essential programs and services for individuals with disabilities. With your support, we can broaden our programs and offer even more opportunities for those on their paths to independence and success.

The Alpha Group is a 501(c)3 tax-exempt organization, and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipt as your official record. We'll send it to you upon successful completion of your donation.

https://alphagroup.net/get-involved/#waystogive

#makeadifference #supportthealphagroup #givetoday

THE ALPHA GROUP

MAY - AUG 2023

INTEGRATED ADULT DAY PROGRAMS

I was responsible for promoting our Integrated Adult Day Programs, which offer a range of social, recreational, and therapeutic activities for those we serve. These included cultural and community experiences such as trips to the library, museums, ball games, and shopping. Additionally, our members provide around 100 hours of service to local businesses and organizations each month – allowing them to give back and feel more fulfilled.

POST PROMOTING OUR INTEGRATED ADULT DAY PROGRAMS

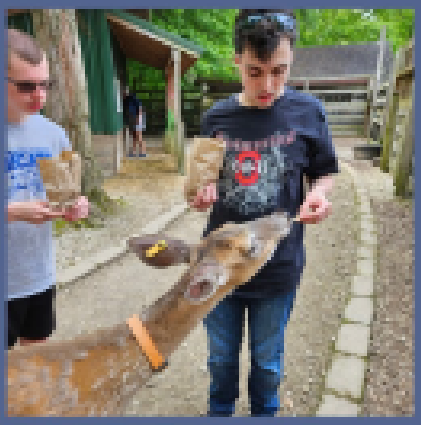
The Alpha Group.
July 19 at 1:57 PM ·

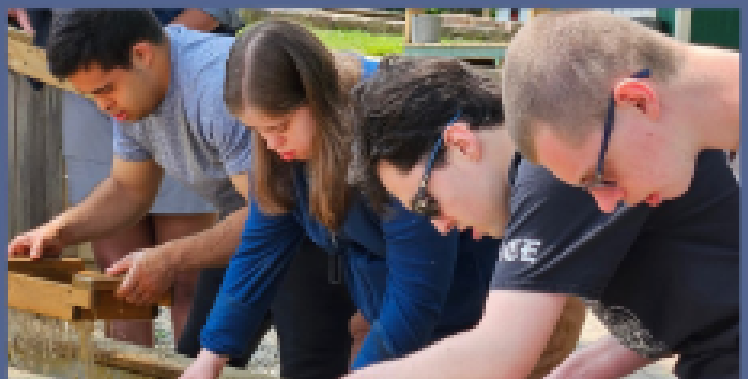
Our Dublin Integrated Adult Day Group spent the day at Olentangy Indian Caverns exploring the cave, gem mining and feeding the animals in the petting zoo. 🌞😀

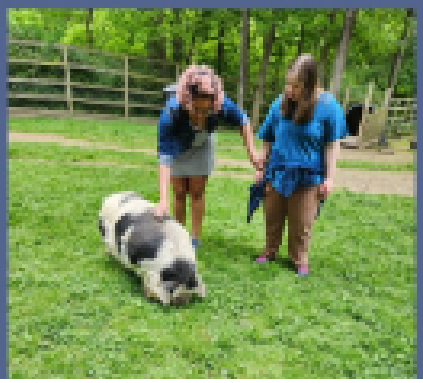
...

#olentangyindiancaverns #abilitynotdisability #allabilities #supportdisabilities #integratedadultday

Our Dublin Integrated Adult Day Group







At Olentangy Caverns!

DISABILITY PRIDE MONTH

Disability Pride Month is an annual event held in July to celebrate the achievements, strengths, and resilience of those with disabilities. This month-long recognition also aims to bring attention to issues such as discrimination and access barriers faced by disabled individuals. Events like parades and forums are organized during Disability Pride Month to help foster understanding within communities. Additionally, it serves as a platform for disabled individuals to share their stories so that more people can better understand what life with a disability is like today. Furthermore, activists use this opportunity to advocate for greater accessibility across physical spaces and resources to ensure equal access for all, regardless of ability or perceived limitation. Through such events, we can help create an inclusive environment where everyone feels seen, heard, and valued no matter who they are - working towards true equality. On The Alpha Group's social media platforms, I promoted awareness about Disability Pride Month and why it matters.

POST PROMOTING DISABILITY PRIDE MONTH

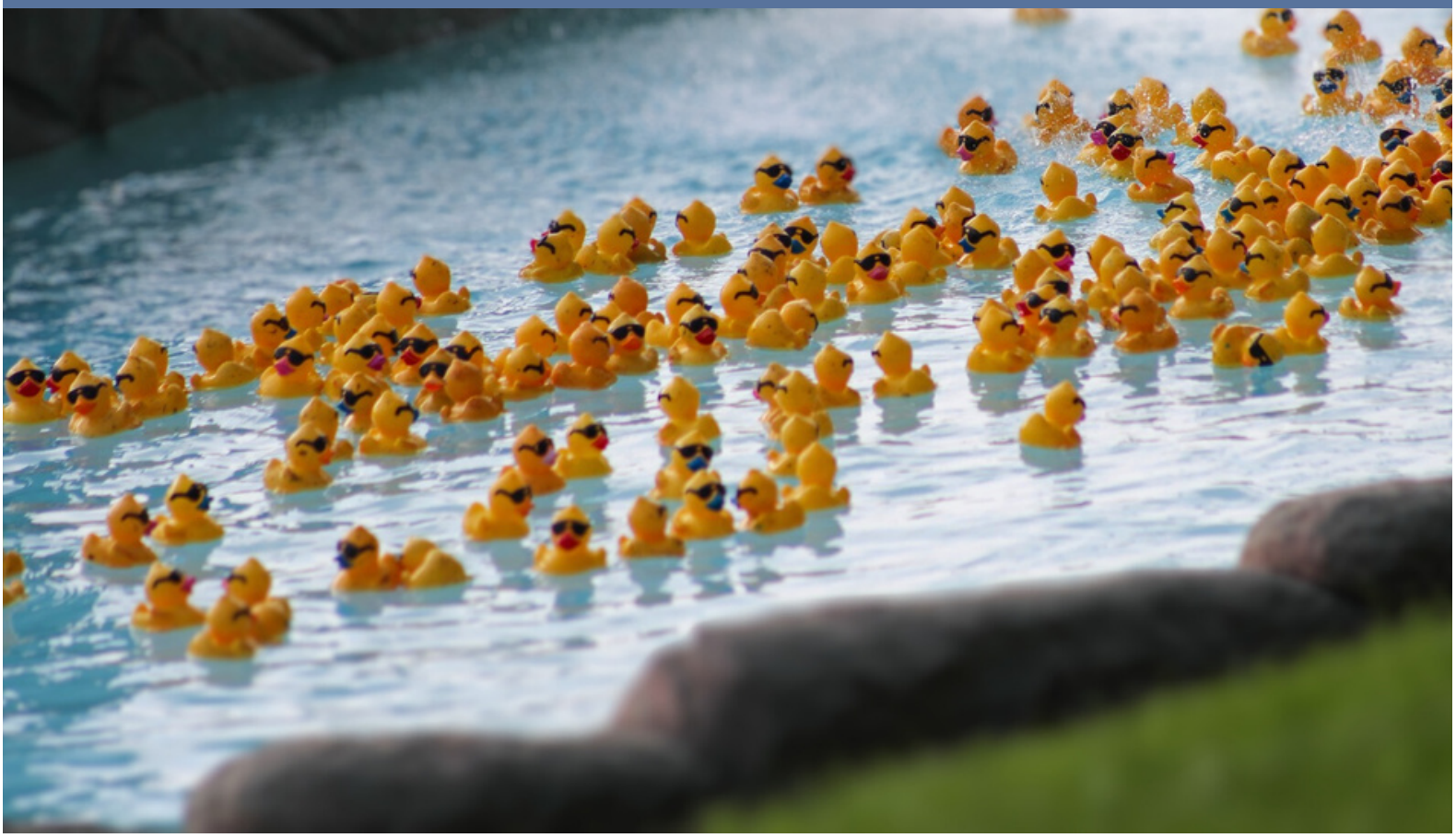
Alpha Group @AlphaGroup1000 · Jul 24

Celebrate Disability Pride Month by honoring the history, achievements, and struggles of those with disabilities, and commemorate the 33rd anniversary of the Americans with Disabilities Act, which has broken down barriers to create an inclusive society!

#DisabilityPrideMonth

THE ALPHA GROUP

MAY - AUG 2023



ZOOM DUCK DERBY

As the Marketing & Events intern with The Alpha Group, I helped organize their 7th annual Zoom Duck Derby, a family-friendly event held at Zoombezi Bay water park in Columbus, Ohio. At the end of the race, three ducks were awarded cash prizes of $1,500, $1,000, and $500. Guests enjoyed fun games and won prizes while contributing to The Alpha Group's goal of raising money for people with disabilities throughout central Ohio. **This year we reached our goal of selling 5,000 rubber ducks for the first time!**

POST PROMOTING THE ZOOM DUCK DERBY

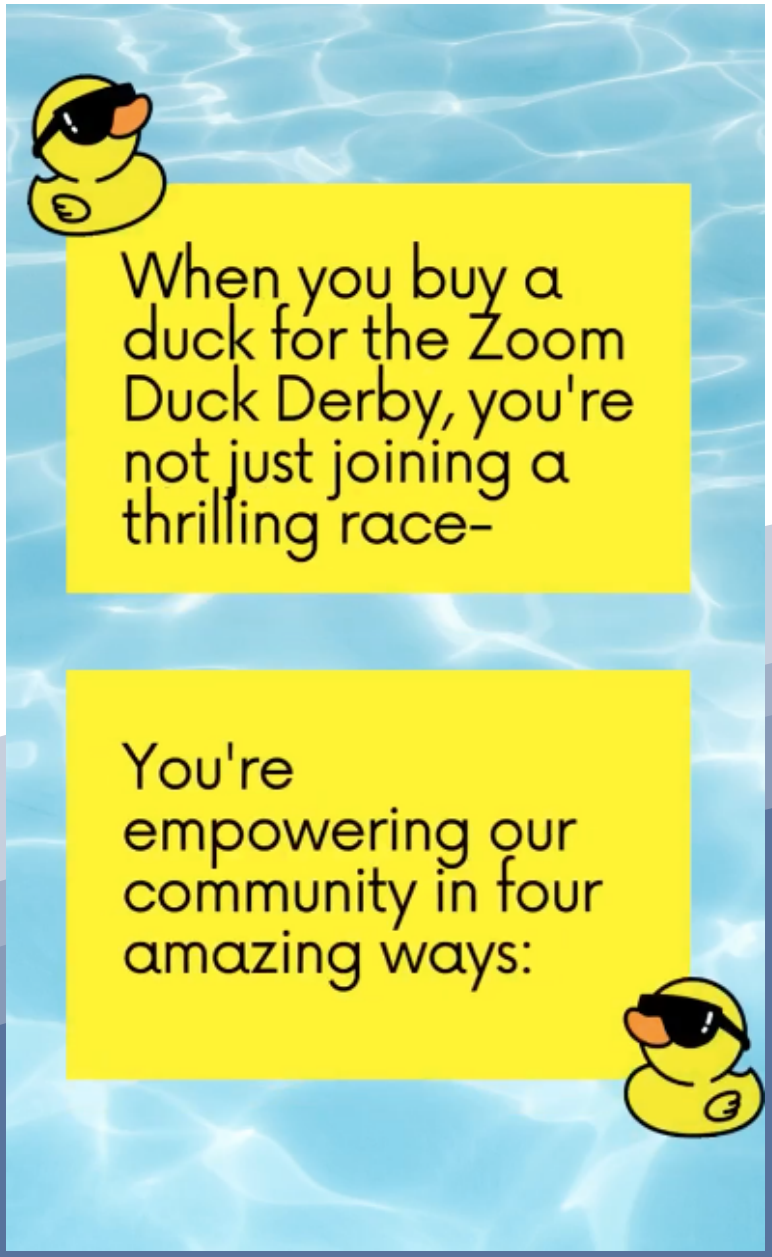
Alpha Group @AlphaGroup1000 · Jun 13

Support the Zoom Duck Derby! Buy your ducks and passes now at duckrace.com/delaware to help us reach our goal. Don't miss out on this event!

#supportdisabilities

REEL PROMOTING THE ZOOM DUCK DERBY

CLICK HERE HERE TO VIEW!



PRESS RELEASE

I was responsible for writing a press release about the Zoom Duck Derby, sent to local news stations in Columbus, OH. The press release contained information about the event's origins, location, and proceeds going towards The Alpha Group's mission and featured a quote from our CEO, Elizabeth Owens.

Press Release - For Immediate Release
July 3, 2023

The Alpha Group
Meredith Keller, Marketing & Events Intern
1000 Alpha Drive | Delaware, OH 43015
marketing-intern@alphagroup.net
(740) 368-5810
www.alphagroup.net

5,000 Ducks Race at Zoombezi Bay

The Alpha Group's 7th annual Zoom Duck Derby, presented by Medical Mutual, will race 5,000 rubber ducks down the Lazy River at Zoombezi Bay on Sunday, July 9th, at 8:30 a.m.

Everyone is encouraged to partake in the race! Winners do not need to be present to claim their prize. Thanks to our generous sponsors, first place is $1,500, second place is $1,000, and third place is $500. Each duck entry is $5 and can be purchased online at https://www.duckrace.com/delaware.

"Adopting a duck is a great way to get involved and support future projects and programs at The Alpha Group. Be part of our fun by adopting a duck and attending the race. Guests will enjoy the park 90 minutes before it opens to the public, plus kids can enjoy special games and win small prizes," said Liz Owens, CEO of The Alpha group.

Purchase a Waddle's Pass for $30 to get admission to the water park and zoo, plus free parking and more. Get extra time in the wave pool and select waterslides. Buy your pass online at https://www.duckrace.com/delaware.

The goal of the Zoom Duck Derby is to raise money to serve people with disabilities throughout central Ohio. Alpha's mission is to encourage independence and build financial responsibility for the 700+ people we proudly serve.

We need your help champion individuals with ABILITIES to pave the way for success. State and federal funding for The Alpha Group has significantly decreased, so we heavily rely on fundraising events like the Zoom Duck Derby to close the gap. Please join us in our mission!

Special thanks to our "Quacktastic" event sponsors: Medical Mutual (Presenting), Performance Chrysler Jeep Dodge Ram Delaware, IMACT60, DELCO Water Company, Alluvial Private Wealth, The First Citizen's National Bank, First Commonwealth Bank, Emergency Plumbing Heating & Air, 10 WBNS, American Family Insurance, Raising Cane's Chicken Fingers, KE WA PA, OnSeen, Minuteman Press, The Fraternal Order of Eagles #376, HUB International Limited, Aflac, Triad Architects, Consolidated Cooperative, IGS Energy, Jabtec LLC, Boyd's Tire & Service.

For more information regarding the programs and services The Alpha Group provides, please contact (740) 368-5810 or info@alphagroup.net. For event details, visit https://www.duckrace.com/delaware and follow all the fun on social media @alphagroup1000

##

PROMOTIONAL EVENTS

I promoted the Zoom Duck Derby both online and in person. I represented The Alpha Group at various events, such as a Memorial Day Sale, Nocterra Brewing Company, First Friday, Taste of Delaware, Land Grant Brewing, Columbus Children's Festival, and Mount Carmel St. Ann's Fourth Fridays in Uptown Westerville. My responsibilities for each event included gathering items needed, setting up and tearing down the event, and communicating with partnering businesses, volunteers, and event staff.

Supply List

Everything is in the first-floor storage room.
1. 5-foot inflatable duck
2. 6-foot table if the event organizers do not supply one
3. Tent
4. Tablecloth
5. Sticky duck feet to stick on the ground in front of the booth
6. Duck hats to sell for $5 each
7. Prize wheel – spin for a prize
8. Duck trinkets to give away (little toys)
9. Adoption forms
10. Waddle's mascot, if someone is available to wear it!
11. Mini Ducks – when someone buys a $5 duck, they take home a mini
duck! This is a great way to draw in kids and get their parents to buy a duck

EVENT CALENDAR

5/27/2023

Memorial Day sale at Discount Fashion Warehouse, 1000 Sunbury Rd, Delaware

6/01/2023

Nocterra Brewing Company

6/02/2023

First Friday, Main Street Delaware

6/13/2023

Taste of Delaware - 20 E William St 20 East William Street Delaware, OH 43015

6/15/2023

Land Grant Brewing

6/17/2023

Columbus Children's Festival at SportsOhio, 6314 Cosgray Rd, Dublin

6/30/2023

Mount Carmel St. Ann's 4th Fridays in Uptown Westerville

7/09/2023

Zoombezi Bay

BONUS PROMOTIONAL EVENT!

I was asked to join my supervisor as a guest speaker at a Kiwanis meeting to promote The Alpha Group and encourage members to buy ducks, and Waddles passes. I spoke about how The Alpha Group helps those with disabilities and the importance of supporting local organizations. Before thanking them for their time and support, I highlighted the benefits of buying the passes, such as fun activities and prizes.

"WHERE'S WADDLES" TOUR

I helped coordinate the "Wheres Waddles" Tour, which featured our event mascot, Waddles the Duck. He was taken around the Columbus area to help promote our event and engage the community. People could follow his progress on our social media accounts and see where he was. I was responsible for setting him up at each location and taking him down afterward.

15 Foot Duck		
DFWH	1000 Sunbury Road, Delaware	May 26-29
First Citizens Delaware	33 E William Street, Delaware	June 1-3
First Citizens Powell	9595 Sawmill Road, Powell	June 5-9
First Citizens Delaware	33 E William Street, Delaware	June 15-17
Delco Water	6658 Olentangy River Rd, Delaware	June 19-23
First Citizens Delaware	33 E William Street, Delaware	June 27-30
Ohio Living Sarah Moore	26 N Union Street, Delaware	June 30-July 7

STAFF INCENTIVES

I encouraged The Alpha Group's staff to participate in the Zoom Duck Derby by offering rewards to whoever sold the most ducks (image on the bottom right). I spoke with each staff member individually, explaining why they should get involved.

MEMBER INVOLVEMENT

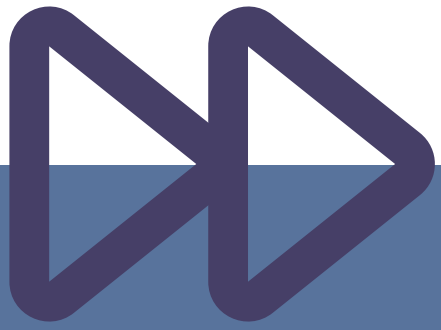
I wanted our Integrated Adult Day Groups to feel involved in promoting the Zoom Duck Derby, so I provided them with little ducks and tags they could put on jeeps in the Columbus area. This gave them a fun activity and allowed us to spread the word about it on social media.

MARKETING SUGGESTIONS

The Alpha Group offers a range of support and services to people with disabilities, including physical, mental, and emotional. Their inclusivity sets them apart from other non-profits that may only serve specific groups within the disabled community. Services include assistance with independent living, job support, transportation, healthcare services, and specialized educational and recreational programs tailored to participants' needs. The Alpha Group also strives to create a sense of belonging for those who feel isolated due to their disability by providing a safe and supportive environment for all community members. To reach more people needing help, they should focus on marketing strategies that promote their inclusivity and utilize social media platforms for outreach. Additionally, partnering with local businesses or organizations dedicated to raising awareness about disabilities could help increase visibility for The Alpha Group's mission. By doing so, they can make an even more significant impact on the lives of those living with disabilities.

I would suggest replacing the fifteen-foot duck from the "Where's Waddles" Tour with several five-foot ducks placed in local businesses and/or sponsors for the event. An interactive map could show all the locations of the ducks around Columbus, and when kids find all of them and check them off on their maps, they would get a free duck to race in the Zoom Duck Derby. In turn, the free duck entry would encourage families to attend and enjoy the event by purchasing waddles passes for the whole family, including one duck derby entry, early admission to attractions, and free parking.

The Alpha Group should be more selective about which events to promote the Zoom Duck Derby. Special Olympics and Recreation Unlimited would be great partners to promote the Zoom Duck Derby as they already have a large following and share The Alpha Group's mission of empowering individuals with disabilities. Partnering with these organizations will help spread The Alpha Group's message and reach a wider audience, increasing awareness of the Zoom Duck Derby and its cause of providing opportunities for individuals with disabilities.



LETTER OF RECOMMENDATION

THE ALPHA GROUP
OF DELAWARE, INC

July 27, 2023

To Whom It May Concern:

I am thrilled to wholeheartedly recommend Meredith Keller for any opportunity she seeks. As the Chief Executive Officer, at The Alpha Group, I had the pleasure of overseeing Meredith during her summer internship with our organization, and her contributions exceeded our expectations.

Over the course of just two months, Meredith demonstrated an exceptional level of dedication and commitment to her role. She actively participated in various aspects of event preparation, including the solicitation of donations, sponsorships, and ticket sales. Her strong communication skills and professionalism made her an excellent representative for our organization during promotional events related to our fundraiser. Meredith not only attended these events but also took charge of set up and tear down, showcasing her versatility and willingness to take on any responsibility.

During the fundraiser events, Meredith took on the role of volunteer coordinator, demonstrating her ability to lead and organize others effectively. Beyond her specific duties, she displayed a remarkable willingness to assist in various other aspects, ensuring that the events ran smoothly and efficiently. Thanks in large part to her efforts, our fundraiser event was an outstanding success, raising over $20,000, which significantly exceeded our initial goals.

Meredith's strong work ethic, attention to detail, and enthusiasm for her work were evident throughout her time with us. She consistently displayed a level of professionalism that is rare to find in an intern. Moreover, she quickly adapted to new challenges, proactively seeking solutions and always willing to go the extra mile to achieve success.

It is apparent that Meredith possesses a genuine passion for the work she does, and her dedication will undoubtedly make her an asset to any organization fortunate enough to have her on board. Her ability to work well under pressure, combined with her natural leadership qualities, makes her an ideal candidate for any team-oriented environment.

In conclusion, I am confident that Meredith Keller will prove to be an exceptional employee for your organization. Her drive, determination, and dedication to success make her stand out as a remarkable individual, and I have no doubt that she will make a significant impact on any team she joins.

Please feel free to reach out if you require any further information or clarification. I highly recommend Meredith without reservation, and I am certain she will excel in any future endeavor she undertakes.

Sincerely,

Liz Owens

Liz Owens
Chief Executive Officer
The Alpha Group
740.368.5810 ext. 113
lizowens@alphagroup.net

THE ALPHA GROUP

MAY - AUG 2023

Reliability:	Arrives promptly to work = Superior Finishes tasks on deadline = Superior
Communication:	Written ability = Superior Oral and verbal abilities = Superior
Adaptability:	Adept in learning new methods = Superior Works well with others = Superior Accepts constructive criticism = Superior
Leadership:	Shows a responsible attitude = Superior Creative and resourceful = Superior

SUPERVISOR COMMENTS

THEALPHAGROUP

"Meredith was an incredible asset to the Alpha Group. She had a great attitude and was always willing to lend a hand. She stayed on top of details, showed initiative by asking clarifying questions, and consistently provided valuable contributions. In her role, she managed volunteers, created social media content, and worked across multiple departments. Meredith is both highly skilled and kind-hearted; she has a bright future ahead of her! We were very fortunate to have her with us and will miss her dearly." - Chelsie Holmes

THE ALPHA GROUP

MAY - AUG 2023

CLOSING THOUGHTS

"My internship with The Alpha Group gave me valuable experience in marketing, event planning, and public relations. I was able to gain hands-on practice by assisting in the planning and execution of multiple events, as well as by developing my communication, creative and organizational skills. Additionally, I worked with various marketing tools and strategies, creating content for The Alpha Group website and social media platforms. This opportunity also allowed me to build my network and form unforgettable relationships with clients, sponsors, and colleagues. My time at The Alpha Group was a cherished learning experience that has helped me hone my skillset while deepening my understanding of marketing, event planning, and public relations. I thank my supervisor, Chelsie Holmes, and CEO, Elizabeth Owens, for guiding me through my internship experience." - Meredith Keller