



CONNECTRICHMOND AND CONNECTSOUTHSIDE

ANNOUNCE LOGO CONTEST WINNER

New logo unveiled at community-wide celebration!

ConnectRichmond + ConnectSouthside = ConnectVA

Richmond, VA – November 15, 2011 - ConnectRichmond and ConnectSouthside announced the winner of their community logo contest during a public unveiling celebration on Monday, November 14, 2011 at Café Mosaic. Local former television news anchorman Gene Cox served as the “guest bartender,” helping to emcee the fun event. The social was generously sponsored by the Barber Martin Agency and the John Randolph Foundation.

“The winning logo is exciting, engaging, and represents the focus of people connecting to do good,” said Wendy Austin, Director of Southside Community Partners. “Our selection committee did an amazing job of reviewing a great variety of submissions from many talented individuals throughout the region,” adds Melissa Hough, Executive Director of the Partnership for Nonprofit Excellence.

The winning design will serve as the official logo of the new ConnectVA online network, which unifies ConnectRichmond.org and ConnectSouthside.org and enhances services to the community. The shared platform will upgrade technology, create system efficiencies, and bridge information and resource gaps across the region while continuing to provide a uniquely local, community experience. ConnectVA is a collaboration between the Partnership for Nonprofit Excellence (PNE) and Southside Community Partners (SCP).

Meet the Winner

After more than 40 design submissions, presentations from five finalists, and lively deliberation, the committee chose by consensus the creative design by graphic designer Ashlee Snider, who recently moved to Richmond with her husband, a new teacher in King William County. Ashlee graduated with a Bachelor of Fine Arts in Graphic Design in 2009 from Longwood University.

“This competition was an exciting opportunity to help an important cause and to work with the selection committee and other key leaders in the community,” Ashlee says. “I was thrilled to be a finalist among the other great designers and was thankful for the opportunity to present my design to the committee, but winning topped it all!

Ashlee says her design incorporates subtle concepts from the Partnership Nonprofit Excellence and Southside Community Partners logos. The logo is an expression of the core brand essence of connecting our community. The adjoining arrows and merged N's represent that connection and reinforce our "civic hub" concept. The speech bubble reflects the notion of giving voice to the Richmond and Southside communities.

What is ConnectVA?

ConnectVA unifies ConnectRichmond.org and ConnectSouthside.org into one shared and redesigned online platform. The new system will produce enhanced services and technology upgrades while creating system efficiencies that bridge communication and resource gaps across the region. ConnectVA will continue to be a nonprofit and civic hub that provides information-sharing tools and resources in a uniquely local user experience to strengthen individuals, advance organizations, and build community. ConnectVA is still your community network.

The Launch

Through the generosity of Fortune 500 financial services company Genworth Financial, our website is undergoing a transformation. The project has focused on creating a robust, collaboratively driven, and intuitive online system that shares information and resources that increase nonprofit organizational capacity, promote cross sector collaboration, and guide residents to opportunities for civic engagement. The new ConnectVA website will officially launch in early 2012 following a beta site release for community testing and input.

About ConnectRichmond and ConnectSouthside

ConnectRichmond is a program of the Partnership for Nonprofit Excellence. ConnectSouthside is operated by Southside Community Partners, a program of the Appomattox Regional Library System. The Partnership and SCP are regional nonprofit organizations committed to helping increase operational and leadership excellence across the nonprofit sector. For more information, please visit the websites below.

www.connectrichmond.org

www.connectsouthside.org

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