

PROJECT PROFILE



LIGHT THE TRAIL - CONSULTING/PROJECT COORDINATION '22 *Jordan Elizabeth Harris Foundation*

The Jordan Elizabeth Harris Foundation approached Project Partners to take the lead planning a series of events to support their *Light the Trail* ride - a cross-country bicycle ride meant to shine a light on depression and suicide awareness. In 2022, the 1,800-mile ride took place from October 1-14, taking the team from Lake Itasca, Minnesota to New Orleans, Louisiana. Project Partners organized and promoted a series of eight events called "Let's Talk" in key cities along the route that were meant to destigmatize conversations about mental health, thus fulfilling the mission of the organization and the ride. Events were organized with key stakeholders in each city, including mental health organizations, universities, bicycle clubs, personal contacts of the Board of Directors, and parks departments. Once venues were confirmed, Project Partners went to work with the promotion of the events, including working collaboratively with JEHF to develop a social media strategy and distributing invitations to local partners to drive attendance in each city. To make the events as turnkey as possible for the crew and riders who were on the road, a one-page summary for each event was created and shared digitally with the team that included all the pertinent information needed for each city that included key partners, contact information, maps, images of venues, and other details. This allowed the JEHF team to focus on the challenging logistics of the ride itself and simply arrive at the Let's Talk events as ambassadors, sharing their stories related to suicide and depression and inviting local guests to share theirs as well, removing the stigma around these important conversations.

"Thanks for the tremendous effort on this project...mission accomplished! Appreciate all that Project Partners did to put us in front of the communities along the pathway of the ride."

Tom Harris, Co-chairman
Jordan Elizabeth Harris Foundation

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STRATEGIC PLANNING AND BOARD RETREAT '17; FACILITATION OF STAFF RETREAT '19 *Jordan Elizabeth Harris Foundation*

In 2017, Project Partners assisted the Jordan Elizabeth Harris Foundation with the development of their case for support and for facilitation of their board work session which was focused on visioning, fundraising, and programming.

In 2019, provided facilitation for a staff retreat, utilizing 16personalities.com results to discuss work relationships, effective communications, and the unique challenges (and opportunities) that being a remote-working staff offers.

“Thanks for such a lovely and productive staff work session! Your planning, facilitation, and follow-up summary helped us exceed expectations for the day.”

Christina Judge, Executive Director
Jordan Elizabeth Harris Foundation