



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Take Stock in Children of Sarasota County, Inc. receives a \$30,000 grant from Gulf Coast Community Foundation to help build its marketing program

Sarasota, FL. – (July 15, 2011) –Take Stock in Children of Sarasota County, Inc. is extremely grateful to be the recipient of a \$30,000 grant from Gulf Coast Community Foundation for marketing and development. The funds from the grant will be used for Take Stock in Children of Sarasota County's (TSIC) new hire position, Director of Marketing and Development. The goal of this grant is to establish greater brand awareness and increased opportunities for growth.

TSIC is an organization that serves "at risk" students (grades 6-12), mentoring and supporting them through high school so that they graduate and earn a scholarship that pays for college tuition or technical/craft training. TSIC further supports these students beyond high school, reinforcing the need to graduate from college or technical school.

"TSIC has been producing amazing results with their students, but lacking 'new-age' thinking in terms of marketing and social media," said Director of Marketing and Development Dana Bakich. "With this grant, I feel confident to have the necessary tools to raise the numbers of students we help, volunteers, donors, and community partners."

The grant provided by Gulf Coast will allow TSIC to create a brand new website and keep it current, build a stronger social media presence, purchase all new branding materials, and provide fun and innovative events for students, mentors, and donors to take part in. For more information on Take Stock in Children, please visit www.takestocksarasota.org.

Take Stock in Children of Sarasota County, Inc.

Take Stock in Children of Sarasota County, Inc. (TSIC) currently serves more than 250 middle and high school students in 22 schools in Sarasota County. Every student goes through an extensive application and interview process to be eligible for the program. With a successful completion of the program, each child is awarded a full tuition scholarship through the Florida Prepaid College Foundation's Program STARS.

About Gulf Coast

Gulf Coast Community Foundation inspires people and mobilizes resources to transform the communities it serves. Gulf Coast is a public charity that was created in late 1995 and, since it began making grants in 1996, has funded more than \$120 million in the areas of arts and culture, health and human services, education, civic affairs, and the environment. Gulf Coast is the largest community foundation in Florida.

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