Internship Opportunities

APPLY NOW for credit based internships

Requirements: Applicant must be a sophomore, junior or senior. Students must major/minor in Mass Communications, English, Business Administration, Marketing and/or any other relevant major.

Application Deadline: Friday, December 14th, 2012

Sharpen your skills and create a marketable portfolio!
- Earn college credit
- Build your portfolio and resume
- Receive hands-on work experience
- Enhance your skills

The internship is unpaid; however, the intern will be entitled to a book stipend ranging from $100 to $500, dependent upon the quality of their work during the internship.

How to Apply: Submit your packet of the following information to info@they9group.com:
- Samples of your best work, if applicable
- At least 2 references
- Signed letter from your Department Chair confirming your major, GPA, and that you will receive internship credit
- Resume
This portfolio contains the work of Rhiannon Delgrande during her internship with The Y9 Group, Fall of 2012, as the company’s Marketing Intern.
Rhiannon Del Grande  
910 Forty Niner Avenue, Apt F. Charlotte, NC 28262  
Phone: (919-208-0888)  
Email: rdelgran@uncc.edu

Objective:  
Seeking a career position in the field of marketing utilizing interpersonal and organizational skills with emphasizes in the area of communication relations.

Education:  
University of North Carolina at Charlotte  
Bachelor of Science in Business Administration  
Major: Marketing  
Expected Graduation Date: December 2012

Experience:  
The Y9 Group  
Marketing Intern  
August 2012- Present  
- Created Media/Press kits for Y9, and 2 NFL client’s foundations  
- Developed Y9 website content, and press release for Buffalo Bills event  
- Constructed weekly social media content for each foundation

New York & Company  
Sales Associate  
May 2012- Present  
- Helped prepare and assemble the store for a brand new opening.  
- Assists with inventory and helped to arrange shipment  
- Handles purchases and returns from customers

Trade Secret Salon  
Sales Associate  
2007- 2011  
- Prepared the shipment and stocking of hair products  
- Oversaw scheduling of hair appointments for the stylists  
- Provided assistance with daily financial closing duties

Volunteer Activities:  
- Helped assist with location information and organize guidance for those participating groups in a walk to remember and celebrate the life of a loved one who was lost to suicide.
The Y9 Group is an all-inclusive business suite specializing in nonprofit setup/management and the branding of professional athletes through their nonprofit organizations, community initiatives and for-profit endeavors. The suite includes accounting, consulting, event planning, and marketing/public relations. Through the internship program I gained experience learning a wide variety of tasks and challenges in the suite’s tiers. I have developed skills vitally important in today’s business environment with emphasis on the nonprofit and sports philanthropy sectors.

Y9 Marketing/Public Relations seeks to provide strategic public relations and media communications by assessment of the client’s specific need in order to gain an optimal level of results, through the following services:

- **News and Media Relations: Local and National Level**
  - Press Release
    - **Bowling with the Buffalo Bills**
  - Media/Press Kit
    - **The Y9 Group**
    - **David Clowney & The David Clowney Foundation**
    - **Brian Witherspoon & The Spoon29 Foundation**

- **Corporate and Brand Identity**
  - **Product Branding**
  - **Corporate Communications**

- **Media List**
  - Atlanta, GA
  - New York, NY
  - Tuscaloosa & Birmingham, AL
  - Orlando, FL
  - **Charlotte, NC**
  - Blacksburg & Christiansburg, VA (Virginia Tech)

- **Establishing media relationships**
- **Interview Preparation**

- **Internet Marketing**
  - **Website Development/Maintenance**
    - The Y9 Group
  - **Social Media Audit/Implementation**
    - **The Y9 Group**
    - The Y9 Foundation
    - David Clowney Foundation
    - Spoon29 Foundation

*Bold items are highlighted within this portfolio*
Description of Duties:

- Gain substantial knowledge in our company’s services
- Study the demographic details of the target consumer and help in forming strategies to attract them
- Help with public relations: press releases, social media campaign, website, etc.
- Proofread and edit materials as needed
- Research and assist with copywriting and trademark
- Work with the firm’s client base in developing on-going communication tactics
- Understand and assist in the execution of Event Planning for clients and prospects
- Prepare weekly reports and give the latest status of their work
- General tasks under our Marketing/Public Relations and Event Planning Tiers (see the tier detail attached)
- Implement the online community strategy ensuring its effectiveness and increase the organization’s visibility and brand awareness.
- Experiment and identify new and alternative ways to leverage social media activities.
- Manage communities located in social networking sites including Facebook, Twitter, and other similar social media outposts.
- Help implement relevant social media techniques into the corporate culture and into all of the company’s services.
- Generate compelling editorial content and manage a social media calendar for all online communities.
- Disseminate unique content to desired audiences on social networks, message boards, fan sites, and other social media outposts.
- Actively work to identify relevant audiences for our community campaigns.
- Track the effectiveness of campaigns via metrics/reports; monitor effective benchmarks for measuring the growth of the community, and analyze, review, and report on effectiveness of new initiatives.
- Monitor day-to-day social media conversations.
- Provide regular feedback on insights gained from the communities to help evolve the organization’s strategies.
- Collect and analyze metrics involved with all of the organization’s social media platforms.
- Support and protect the organization’s brand by ensuring positive messaging is maintained in community; act as an advocate of the company in the online community.
- Manage on-line discussions by listening to users, reading between the lines, and responding in a timely manner as needed.
- Monitor and track discussion topics for management team.
- Other duties as assigned.
Good Afternoon,

On behalf of the David Clowney Foundation, we would like to thank you for your time, support, and interest in the Bowling with the Buffalo Bills event previously scheduled for Monday, September 24, 2012. Due to the recent and unfortunate circumstance of Mr. Clowney being waived from the Buffalo Bills team roster this past week, the event has been canceled. However, we look forward to your continued support of the David Clowney Foundation as he continues to assist underprivileged youth through mentoring and empowerment. You can find more information regarding ongoing programming and events at www.davidclowneyfoundation.com.

The Y9 Group appreciates your willingness to become a media partner and hopes to continue the relationship for future projects. If you have further questions, please feel free to contact The Y9 Group’s Marketing Department at (885) 994-7687 ext. 813. You may also find more information on our website www.they9group.com for more updates on upcoming events that may be of interest to you in the future.

Best Regards,

The Y9 Group
WHO WE ARE?

Philanthropy at Its Best!

The Y9 Group endeavors to help create and build programs and organizations that will efficiently and effectively strengthen our communities through education, social awareness and a call to action to give back to those less fortunate.

It is our vision to successfully build upon a legacy of giving back in our communities and create programs and organizations whose missions will live beyond the lifespan of their founders.

OUR COMPANY

The Y9 Group is an all-inclusive business suite specializing in **nonprofit setup/management** and the branding of professional athletes through their nonprofit organizations and community initiatives. The suite currently includes accounting, consulting, event planning, and public relations for nonprofit organizations.

Within its **Sports Philanthropy** branch, specifically, **The Y9 Group** aims to do more than just have events but instead create efficiently operating programs and organizations. The group seeks to educate sports professionals in better understanding the sector in order to create sustaining organizations through proper management. Furthermore, it promotes actual athlete involvement and participation beyond their financial generosity.

MISSION

*Philanthropy at Its Best!*

The Y9 Group endeavors to help create and build programs and organizations that will efficiently and effectively strengthen our communities through education, social awareness and a call to action to give back to those less fortunate.

VISION

It is our vision to successfully build upon a legacy of giving back in our communities and create programs and organizations whose missions will live beyond the lifespan of their founders.

“I refer all aspiring nonprofit managers to consult with The Y9 Group for possible services. I highly recommend Y9 for business needs including accounting, marketing and other financial advising. I trust their skills and would utilize them again in the future.”

-Monique Pollock, Executive Director, The R.E.A.L. Orchestra
Yolanda N Davis, CEO

Yolanda N Davis was named CEO of The Y9 Group in January 2011. She has also served as the broker for Y9 Real Estate, since January 2010 under Wilson Realty.

Prior Experience:
Assurance & Advisory Business Services Staff for Ernst and Young, LLP

EDUCATION

University of North Carolina at Charlotte, Charlotte, NC
Graduate Certificate in Nonprofit Management, December 2012

Superior School of Real Estate, Charlotte, NC
Pre-licensing Course, November 2009

Wake Forest University, Winston-Salem, NC
Master of Science in Accountancy, May 2008

Winston-Salem State University, Winston-Salem, NC
Bachelor of Science in Biology (Minor in Chemistry), May 2006

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

Charlotte Regional Realtor Association
(including the State & National Associations)
Realtor, March 2010 – Present

Family & Community Hope Resources
Board of Director / Chief Administrator, February 2010 – Present

North Carolina Real Estate Commission
Provisional Broker, January 2010 – March 2012
Broker, April 2012 – Present

National Association of Black Accountants
Student Member, January 2005 – August 2008
Professional Member, September 2008 – Present

Tea Talk Women’s Fellowship, Inc.
Board of Director / President, September 2008 – Present

Support Staff

Amber Timberlake
Event Director

Becky Hopkins
Sponsorship Manager

Rhonda Robinson
Grant / Donor Development Support
WHAT WE OFFER

Accounting
Providing accurate financial reporting and governance in compliance with IRS laws/regulations and the nonprofit sector’s best practices.

- Financial Management and Reporting
  - Form 990 and Annual Filings

- Bookkeeping and Payroll Services
  - Accounting Policy and Procedure Guidance

Consulting

Foundation Setup/Restructuring
The Y9 Group is dedicated to strategic planning to structure or restructure your nonprofit organization to efficiently and effectively carry out its mission.

- Mission Statement Evaluation
- Strategic Planning
- Form 1023 Completion
- (501c3 Designation Process)

Foundation Management/Administration
The Y9 Group has the capacity to serve as the Executive Director of your organization through the following services.

- Organization Management and Governance
- Board Development and Training
- Policy/Procedure Development and Implementation
- Staff/Volunteer Management
- Contractual Management
- Fundraising, Sponsorship, Grant and Donor Development

Event Planning
The Y9 Group will plan nonprofit fundraising opportunities and events that help to enhance community involvement and awareness. Proper event management creates a compelling organizational perception to the community.

- Concept Development/Design
- Venue Selection
- Event Branding, Marketing, and Public Relations
- Event Promotions
- Audio Visual and Lighting

- Talent/Entertainment Booking
- Transportation and Concierge Services
- Hotel Accommodations
- Catering
- Decorating

Marketing/Public Relations
The Y9 Group will create strategic marketing/public relations campaigns and media communications for the nonprofit organization to ensure visibility and awareness of its cause.

- Foundation/Positive Player Branding
- Communications: Media List, Media Relationships, and Interview Preparation
- News and Media Relations (Local and National Level): Press Releases, Media/Press Kits
- Internet Marketing: Logo Design, Website Development/Maintenance & Social Media Audit/Implementation
Y9 Foundation Packages

We provide packages for our larger and sports philanthropy organizations. These packages require a monthly retainer.

**Complete Foundation Package with Accounting Services**
- Foundation Setup/Restructuring
- Foundation Management/Administration
- Foundation Marketing/Public Relations
- Foundation Event Planning/Fundraising
- Foundation Accounting Services
- Community Initiative Program

**Complete Foundation Package**
- Foundation Setup/Restructuring
- Foundation Management/Administration
- Foundation Marketing/Public Relations
- Foundation Event Planning/Fundraising
- Community Initiative Program

**Foundation Marketing/Public Relations Package**
The Y9 Group will create strategic marketing/public relations campaigns and media communications for the nonprofit organization to ensure visibility and awareness to its cause.

**Foundation Event Planning and Fundraising**
The Y9 Group will plan nonprofit fundraising opportunities and events that help to enhance community involvement and awareness. Proper event management creates a compelling organizational perception to the communities. We can also provide marketing & public relations for each event as described above.

**Community Initiative Program**
The community initiative program seeks to encourage the partnership of smaller organizations and professional athletes with national/local nonprofits and community organizations. This program also includes public relations on the organization’s behalf in regards to the activities participated in through this program.
How We’re Different

whY9?

9 Reasons Why You Should Choose The Y9 Group!

Client Focused.
Small firm means more focus on our clients’ needs.

Reliable.
Credible references with multiple nonprofit organizations.

Connected.
Significant involvement with an extensive network of nonprofit professionals.

Proficient.
Utilizes the best industry practices, technology and means of communication that best suits our clients.

Knowledgeable.
Staff with advanced education in Nonprofit Management.

Team Approach.
There is a team atmosphere to help our clients have the best experience possible.

Passionate.
Young professionals with a passion for people and giving back.

Experienced.
Years of experience in the nonprofit industry.

Values Driven.
Client relationships built upon an honest, hardworking, and values-driven approach.

“The Y9 Group is very professional and detailed oriented when it comes to their clients. They make sure to go above and beyond what is requested and as a customer of theirs; I can truly appreciate their work ethic.”

-Deidra Young, Co-Owner, Ethan & Zoey Boutique
WHO WE’VE SERVED

Nonprofits

- American Financial Education Alliance
- The Bridgette Alese Project
- Family & Community Hope Resources
- Halo Homes
- Pangaea United
- Project Nonprofit

- Tea Talk Women’s Fellowship
- The R.E.A.L. Orchestra
- The HOPE Centre for Advancement
- The LOST Foundation
- Lion of Judah
- Transforming Lives and Giving Hope FNDN

Sports Philanthropy

- **Anthony Morrow Charities**
  Founder: Anthony Morrow, Atlanta Hawks Guard

- **Spoon29 Foundation**
  Founder: Brian Witherspoon, NY Giants Cornerback

- **David Clowney Foundation**
  Founder: David Clowney, NFL Wide Receiver

- **JMAC Academy Foundation**
  Founder: Jeff McInnis, Retired NBA Player

Other Organizations
How Can We Help YOU?

Contact Us

Philanthropy At Its Best!
NONPROFITS | SPORTS PHILANTHROPY

The Y9 Group, LLC
PO Box 31274
Charlotte, NC 28231-1274

Telephone/Fax: 1-855-Y9GROUP (994-7687)
Email: info@TheY9Group.com

#GoSocial with The Y9 Group

Twitter: @TheY9Group
Facebook: /TheY9Group

Yolanda N Davis, CEO

About.Me/YolandaNDavis

Twitter: @YolandaNDavis
Facebook: /YolandaNDavis
LinkedIn: /in/YolandaNDavis

Partners

Wilson Realty
Player Bio

David Clowney

Position: Wide Receiver

David Clowney was born in Delray Beach, Florida in 1985. Clowney attended college at Virginia Tech, and was later drafted as a fifth round pick in 2007 by the Green Bay Packers. Clowney has gone on to play for such NFL teams as the Carolina Panthers, New York Jets, and Buffalo Bills.

NFL Statistics:

2009: In his best season yet, caught 14 passes for 191 yards (13.6 yards/catch) and first NFL touchdown.
2008: Played in 2 games, 1 catch for 26 yards.
Currently: NFL Free Agent; Playing for the UFL
The David Clowney Foundation

Mission
The David Clowney Foundation, a broad-spectrum community initiative, is designed to assist in achieving a better tomorrow for disadvantaged inner city youth. A brighter future for kids in need will be attained by empowering personal growth through mentorship, providing the underpinning for development of positive self-esteem, offering support services in the form of clothing and food drives, and establishing the groundwork for turning the dream of college into a feasible reality through scholarship rites.

The David Clowney Foundation’s primary goal is to touch as many hearts as possible and to ultimately provide the stepping stones on which a better life can be built for the underprivileged youth beginning with South Florida and eventually reaching the rest of the World.

DavidClowneyFoundation.com

David Clowney Youth Football Camp 2012

David Clowney Celebrity Basketball Game 2012

Haiti 2010

Applebee’s Fundraiser 2010
Brian Witherspoon was born on June 5, 1985 in Butler, Alabama. At an early age he was seen as an all-star elite athlete, participating in multiple sports in his hometown. With supporting family and friends throughout his career, Brian learned the importance of having a good work ethic. His parents instilled in him the principles of giving and being a blessing to others that didn’t have the same opportunities that he was blessed with.

After a superb high school career Brian attended Stillman College in Tuscaloosa, Alabama. While at Stillman, he played football as a cornerback and also ran on the track team. He had the honor of becoming the college's first track and field NCAA Division II All-American in 2006 for running the 100 meter dash in 10:31 seconds at the national championships. In August of 2007, he was named to the pre-season first-team All-American Football Team. This made Brian Stillman College's first two-sport All-American.

Currently, Brian is an American football cornerback and return specialist for the New York Giants of the National Football League. He has played for the Jacksonville Jaguars, Detroit Lions and the Carolina Panthers.
Foundation

Spoon 29 Foundation

Maximizing Potential. Celebrating Dreams. Brian Witherspoon is no stranger to overcoming obstacles, and he wishes to instill the traits of persistence and endurance in those around him. This is his motivation to promote success for the youth living in his community.

Mission
The Spoon29 Foundation seeks to create avenues for individuals to maximize their full potential in order to obtain their goals and dreams!

We encourage youth empowerment through educational mentorship initiatives and recreational community endeavors.

Spoon29Foundation.org
## Example Media Contacts List: Charlotte, NC

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<thead>
<tr>
<th>Station</th>
<th>Media Source</th>
<th>Contact</th>
<th>Phone/Email</th>
<th>Twitter</th>
<th>Facebook</th>
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<tr>
<td>96.9 The Kat</td>
<td>Radio</td>
<td>Darryl Acoba</td>
<td><a href="mailto:darrylacoba@clearchannel.com">darrylacoba@clearchannel.com</a></td>
<td><a href="https://twitter.com/k1047fm">https://twitter.com/k1047fm</a></td>
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<td>Monday</td>
<td>This week we will be introducing the 10th principle of the #33Principles: Board Size &amp; Structure</td>
<td>The board of a charitable organization should establish its own size and structure and review these periodically. #33Principles</td>
<td>The board should have enough members to allow for full deliberation and diversity of thinking on governance and other organizational matters</td>
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<td>Tuesday</td>
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<td>Core Concepts: The size of the board should be based on the needs of the organization. There is no universal “best” size. #33Principles</td>
<td>Core Concepts: The primary guide for determining board size is that function defines the form, which changes over time. #33Principles</td>
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<td>Wednesday</td>
<td>Legal &amp; Compliance Issues: IRS Form 990 asks organizations to provide the number of independent directors on the board. #33Principles</td>
<td>Legal &amp; Compliance Issues: State laws define the minimum size for a nonprofit board. #33Principles Board Size &amp; Structure</td>
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<td>Thursday</td>
<td>Discussion Points: What are some pitfalls our board might experience, given its current size, &amp; what processes can we implement to avoid them?</td>
<td>Discussion Points: The bylaws should establish the size of the board. Have we considered the benefits of setting a range for our board?</td>
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<td>Friday</td>
<td>Being introduced to mass amounts of money &amp; fame can be overwhelming for any new NFL star. We’ve got some great tips to help stay focused</td>
<td>Football finance tip: Actually take the time to learn about how you should be investing your money properly. #stayfinanciallystable</td>
<td>#financiallysmartplayers make the right decisions at the very beginning of their careers. #whattodo</td>
<td>#whattodo recognize that you must plan financially for life AFTER football. #stayfinanciallystable</td>
<td>Don't over look the little things. It's very important to partner with sound investors. #stayfinanciallystable after the nfl games ends.</td>
<td>Have experts at every position to help you be successful. Take advantage of the advice they give. #whattodo #stayfinanciallystable</td>
</tr>
<tr>
<td>Weekend</td>
<td>You have to really stay on people and challenge them to do the most for you. #stayfinanciallystable after the game ends</td>
<td>#whattodo #stayfinanciallystable after the game ends.</td>
<td>Take an active role in ensuring that advisors are zealously representing your best interests. The paychecks won't last forever. #whattodo</td>
<td>If you have to show people you have money, you’re not rich. #stayfinanciallystable after the game ends.</td>
<td>Younger NFL players can secure their financial stability with help from listening to the wisdom of others. #whattodo #stayfinanciallystable</td>
<td>Learn the importance of not putting all of your eggs into one basket. Don't plunge heavily into risky investments. #whattodo #stayfinanciallystable</td>
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