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# Wildlife For Everyone Foundation

*COMM 471 Press-Kit*

*Summer 2024*



Compiled By

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## TABLE OF CONTENTS

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<b><u>Upcoming Events/Situation Analysis</u></b>	<b>3</b>
<b><u>Target Audiences</u></b>	<b>4</b>
<b><u>Target Medias</u></b>	<b>5</b>
<b><u>Great Outdoor Picnic Email Press-Release</u></b>	<b>6</b>
<b><u>Soaring Eagle Wetland Feature Story</u></b>	<b>7-9</b>
<b><u>Foundation Fact Sheet</u></b>	<b>10</b>
<b><u>Media Pitch Email</u></b>	<b>11</b>
<b><u>Judy Onufrak Biography</u></b>	<b>12</b>
<b><u>Publicity Photos</u></b>	<b>13</b>
<b><u>Trifold Brochure</u></b>	<b>14</b>

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# UPCOMING EVENTS/SITUATION ANALYSIS

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## 2024 Spring Celebration

**May 17, 2024 - 5 p.m.**

**Penn Stater Hotel and Conference Center** - *215 Innovation Blvd, State College, PA 16803*

An evening of dinner and music with all proceeds going to the Wildlife for Everyone Foundation. There will be a guest speaker, Art McMorris, on restoring the Peregrine Falcon in Pennsylvania

## Great Outdoor Picnic Fundraiser

**June 22, 2024 - 11 a.m. - 4 p.m.**

**Penn's Cave and Wildlife Park** - *222 Penns Cave Road, Centre Hall, PA 16828*

The ninth annual picnic will feature a chicken BBQ lunch and a raffle with 71 amazing prizes. There will also be fly fishing, BB gun shooting, and other demonstrations throughout. Ticket and raffle proceeds support the Wildlife for Everyone Foundation.

## John M. Frailey Sporting Clay Classic

**September 15, 2024**

**Lehigh Valley Sporting Clays** - *2750 Limestone St., Coplay, PA 18037*

A sporting clay competition benefiting the Wildlife for Everyone Foundation.

### Situational Analysis

The Wildlife for Everyone has a variety of events approaching, most notably the Great Outdoor Picnic Fundraiser, which is one of the biggest events the foundation puts on every year. This press kit was developed to help the marketing and outreach efforts of the foundation in the lead up to the event, alongside the other events they have scheduled for the summer.

The following press release, pitch email, feature story, fact sheet, biography, publicity photos, and trifold brochure should be used to help spread awareness of the foundation this summer. All press kit contents should be thought of as templates for future outreach efforts, so that the foundation can continue to spread their message and attract new donors from around the commonwealth.

# TARGET AUDIENCES

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The following are the target audiences for the Wildlife for Everyone Foundation to gear their marketing outreach efforts towards.

- **Students in Pennsylvania**
  - Specifically, those with an interest in wildlife conservation.
  - Advertise scholarship opportunities, expose K-12 children to the foundation's events.
- **Pennsylvania sportsmen and sportswomen**
  - People who enjoy hunting, trapping, fishing, or any other types of outdoor recreation involving wildlife.
- **Pennsylvania wildlife enthusiasts**
  - Wildlife rehabilitators, botanists, wildlife educators.
- **State College families**
  - Local families interested in outdoor recreation.
- **Potential donors**
  - Companies and individuals with a special interest in supporting wildlife conservation.
    - Local companies such as Appalachian Outdoors in State College.
- **Potential volunteers**
  - Students, retirees, corporate volunteers, animal and nature lovers.
- **Special interest groups**
  - Bird watching clubs, nature photography clubs, or conservation communities.
- **Government agencies**
  - National Park Service, Pennsylvania Game Commission, United States Fish and Wildlife Service.

# TARGET MEDIAS

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The Wildlife for Everyone Foundation should target media that will help get their mission of wildlife conservation across Pennsylvania. Below are some of the recommended media channels to contact, alongside their contact information.

## - Print

- **Centre County Gazette** - 814-238-6201, editor@centrecounty.com
- **Centre Daily Times** - 814-237-3801, news@centredaily.com
- **Pennsylvania Game News Magazine** - 833-742-4868, pgcrtk@pa.gov
- **Town & Gown Magazine** - 814-238-6201, tdooms@barashmedia.com

## - Television

- **WTAJ-TV** - 814-235-7600, news@wjactv.com
- **WTAE-TV** - 412-244-4444, news@wtae.com
- **WNEP-TV** - 800-533-6397, newstip@wnep.com
- **WGAL-TV** - 800-847-9425, news8@wgal.com

## - Radio/Social/Forum

- **7 Mountains Media** - 814-237-9800, sean@7mountainsmedia.com
- **The Outdoorsman Radio Show** - 410-382-9481, ellis@ellisoutdoors.com
- **Hunting Pennsylvania** - <https://www.facebook.com/groups/498501570556/>
- **www.huntingpa.com** - A forum dedicated to hunting around Pennsylvania.

\*While the email pitch on page 12 is addressed to Town & Gown specifically, it can be used as a template to be sent to any of the media above, particularly print media. Ensure to address the proper publication and editor prior to sending.

# GREAT OUTDOOR PICNIC EMAIL PRESS RELEASE

## Wildlife For Everyone Foundation To Hold Annual Summer Fundraising Event

**The local nonprofit is looking to raise money for habitats, conservation projects, and educational resources through its annual raffle picnic.**

STATE COLLEGE, Pa., May 5 - A local wildlife nonprofit, Wildlife for Everyone Foundation, is holding its ninth annual Great Outdoor Picnic Fundraiser again this summer. They are holding the event on June 22 at Penn's Cave and Wildlife Park Grounds on 222 Penn's Cave Road in Centre Hall. The fundraiser will take place from 11 a.m. to 4 p.m.

The event will feature a raffle with 71 total prizes valued at over \$37,000. The picnic will also include a chicken BBQ dinner, fly fishing, BB gun shooting, and many demonstrations throughout the day.



The Wildlife for Everyone Foundation was founded in 2004 to provide financial support for wildlife conservation and education efforts in Pennsylvania. In the past 20 years, they have raised millions of dollars in support of various causes including student wildlife scholarships, wildlife and wetland habitat improvements, and creek and lake restorations.

There are a variety of prizes available to win with the purchase of a ticket. Varying amounts of cash, gift cards, kayak packages, and premium gun safes are among the prizes available to win during the drawings. The price of a ticket is \$100 for 2 adults, while admission of any child 17 or younger is free if attending with an adult. The first 50 children to arrive will be given the opportunity to build bluebird boxes. The picnic will be held rain or shine.

Reach out to Judy Onufrak, office manager, for more information or with any questions through the office phone at 814-238-8138 or email at [info@wildlifeforeveryone.org](mailto:info@wildlifeforeveryone.org).

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*(Foundation Contact Info Goes Here)*

# SOARING EAGLE WETLAND FEATURE STORY

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## The State College nonprofit working to support wildlife conservation across Pennsylvania



*The Soaring Eagle Wetland is one of the Wildlife for Everyone Foundations main habitat conservation projects in Centre County. The wetland serves as a perfect spot resource for ecosystem education, and a place to appreciate the natural beauty of Pennsylvania wildlife.*

STATE COLLEGE, PA., May 5 - Pennsylvania is a state known for its rich history, but its natural beauty is often overlooked. The sprawling hills of the Appalachian Mountains host a variety of different wildlife species and ecosystems of all different shapes and sizes. As the fifth most populated state in the United States, however, residents of Pennsylvania can easily take the natural landscape for granted, leading to habitat destruction and a loss of wildlife around the commonwealth. This is where the Wildlife for Everyone Foundation comes in.

The Wildlife for Everyone Foundation is an organization dedicated to conserving Pennsylvania wildlife, celebrating the state's rich history of hunting and sportsmanship, and educating Pennsylvania residents on how they can support the beautiful landscape they call home. The foundation works to financially support conservation projects

across the state, and hosts a variety of fundraising events for wildlife enthusiasts of all ages throughout the year.

“Wildlife For Everyone wants to preserve the habitats so future generations will know that wild animals had habitats to live.” says Judy Onufrek, office manager for the Wildlife for Everyone’s State College headquarters. “We want to preserve these habitats so animals have habitats, and so that people can enjoy the beautiful natural landscape.”

The Soaring Eagle Wetland is just one of the over 20 conservation projects the foundation helps fund. Located in Port Matilda, the Soaring Eagle Wetland is a 55-acre space of wetlands along Bald Eagle Creek that was donated to the foundation, alongside a \$50,000 maintenance fund to develop the wetland into a center for wildlife conservation. With the financial support offered through the foundation, the wetland has had a mile-long ADA accessible trail installed, alongside an accessible wildlife center at its heart.

The Wildlife for Everyone Foundation wants to transform the Soaring Eagle Wetland into a fully accessible outdoor learning space and nature observatory. The hope is to give community members of all ages and abilities a space to connect with, learn about, and appreciate the variety of animal species that call the wetland their home.

“Our goal is to bring educational groups out to the Wetland to show them what is there, what grows there, and what animals and species reside there. We’ve worked to make the wetland as accessible as possible for all people who want to enjoy the outdoors!”

Aside from conservation projects like the Soaring Eagle Wetland, the foundation has a variety of other initiatives to support Pennsylvania wildlife and habitats. Since 2008, The Seedlings for Schools program has helped provide over 1.8 million seedlings to over 150,000 students in Pennsylvania schools with trees to plant at home. In 2019, 67 different schools were provided with pollinator garden bundles consisting of 25 different pollinator-friendly trees and shrubs. Bundles sold out on the first day orders were available to be placed.

Aside from school initiatives, the foundation also offers a variety of fundraising events throughout the year, including the Great Outdoor Picnic, which brings together wildlife enthusiasts and their families from across the state for a large raffle and dinner. The proceeds from these events go directly towards funding conservation efforts statewide.

Judy thinks it's incredibly important to ensure that wildlife conservation is supported around Pennsylvania, especially as the state continues to become urbanized.

“With more and more lands being developed, people are selling farmland to be housing developments. The question is, where are the animals going to live? You’re pushing them into an urban setting that they aren’t used to!”

The foundation hopes that by targeting youth with their programs and educational initiatives, students exposed to wildlife conservation early on in their lives will form an appreciation for the unique natural beauty the state provides.

To learn more about the foundation, what it does for conservation across Pennsylvania, and how you can help support its initiatives with a donation, visit the foundation’s website at <https://www.wildlifeforeveryone.org/>.

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*(Foundation Contact Info Goes Here)*

# FOUNDATION FACT SHEET

The Wildlife for Everyone Foundation works to promote wildlife conservation and education across the state of Pennsylvania. Since 2004, the foundation has supported wildlife habitats and other conservation projects in need of funding. The foundation has raised millions for different protected habitats, educational programs, and community events such as raffles and picnics!



- **Conservation** - The foundation supports 22 different wildlife locations across the Commonwealth, stretching from Erie to Lancaster. This support helps maintain the habitats of 480 different birds and mammals in Pennsylvania, in addition to fisheries.
- **Educational Initiatives** - The foundation has provided over 150,000 Pennsylvanian students with tree seedlings through the Seedlings for Schools program. Since the program's inception in 2008, the foundation has distributed over 1.8 million seedlings. We've also provided 67 schools with pollinator garden bundles in 2019 alone. Bundles consisted of 25 different pollinator-friendly trees and shrubs.
- **Student Support** - The foundation supports students pursuing degrees in natural-resources related fields with a Wildlife Scholarship Fund. This \$1000 fund, which can be awarded to up to five students a year, financially assists students who will use their expertise to continue to support conservation.
- **Funding** - The foundation is supported entirely through the joint funding of the Pennsylvania Game Commission, and generous donors across the commonwealth. Although the foundation's headquarters has a small team of full-time staffers, events are primarily supported through volunteers.
- **Location and Contact** - The Wildlife for Everyone main office is located at 341 Science Park Road, #103, State College, Pa. 16803. Call 814-238-8138 or email [info@wildlifeforeveryone.org](mailto:info@wildlifeforeveryone.org) to get in touch with the office.

## MEDIA PITCH EMAIL

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Ms. Dooms,

What would Pennsylvania be if not for its flora and fauna? The rolling hills and vast mountain ranges would be empty of life and environment. The promise of outdoor adventure that brings so many travelers to Pennsylvania would simply cease to exist. The wildlife and wetlands are beginning to succumb to the various effects of human action and external influences. According to the Pennsylvania Natural Heritage Program, Pennsylvania has lost nearly 60% of its wetlands since pre-colonial times. With nearly 25,000 native species, how will we ensure that the beauty and variety of Pennsylvania's unique natural environment is protected and restored?

Luckily, the Wildlife for Everyone Foundation, located in the local State College area, has made it their mission to do just that. Intending to promote wildlife conservation and education all around Pennsylvania, they have been able to have a lasting impact on Pennsylvania's natural habitats. Since 2008, they have distributed over 1.8 million tree seedlings to Pennsylvanian students to be planted. They also assist in maintaining the habitats of 480 different birds and mammals in Pennsylvania. The work of the foundation is seen and felt all around State College and Pennsylvania's wildlife.

The Wildlife for Everyone Foundation would love to offer writers from Town & Gown the opportunity to attend this summer's ninth annual Great Outdoor Picnic held by the foundation. There would be opportunities to interview the Chairman of the Board, Russ Schleiden, and President, Reed McCormick. The readers of Town & Gown would benefit greatly from hearing about an organization that has such an impact on the State College environment they love so much. We hope to hear back from you soon.

Sincerely,

*(Foundation Contact Info Goes Here)*

## JUDY ONUFRAK BIOGRAPHY

Judy Onufrek is the office manager for the Wildlife for Everyone Foundation in State College, Pennsylvania. She's been managing the headquarters of the foundation for over six years.

Judy was born and raised in Prineville, Oregon, a small town located in central Oregon. She graduated from Crook County High School in Prineville and attended Oregon State University after finishing her studies at Crook County.

Judy became involved in the outdoors early on in her career. Judy worked for a time with the U.S. Forest Service at a ranger station near her childhood home in Prineville.

Out west, Judy had the opportunity to work on ranges with the Forest Service. She would monitor ranches, noting the populations of the wildlife and livestock within them, help maintain and water the crops of farmers in the area, and assist with the day-to-day tasks of the local ranchers. She also got to work with loggers, and assisted in marking trees to be cut down into logs to be sold as timber.

While working with the U.S. Forest Service, she met her husband. They moved to Pennsylvania together in 1985. She worked in management for a number of years before returning to wildlife conservation in January 2018, when she got involved with the Wildlife for Everyone Foundation.

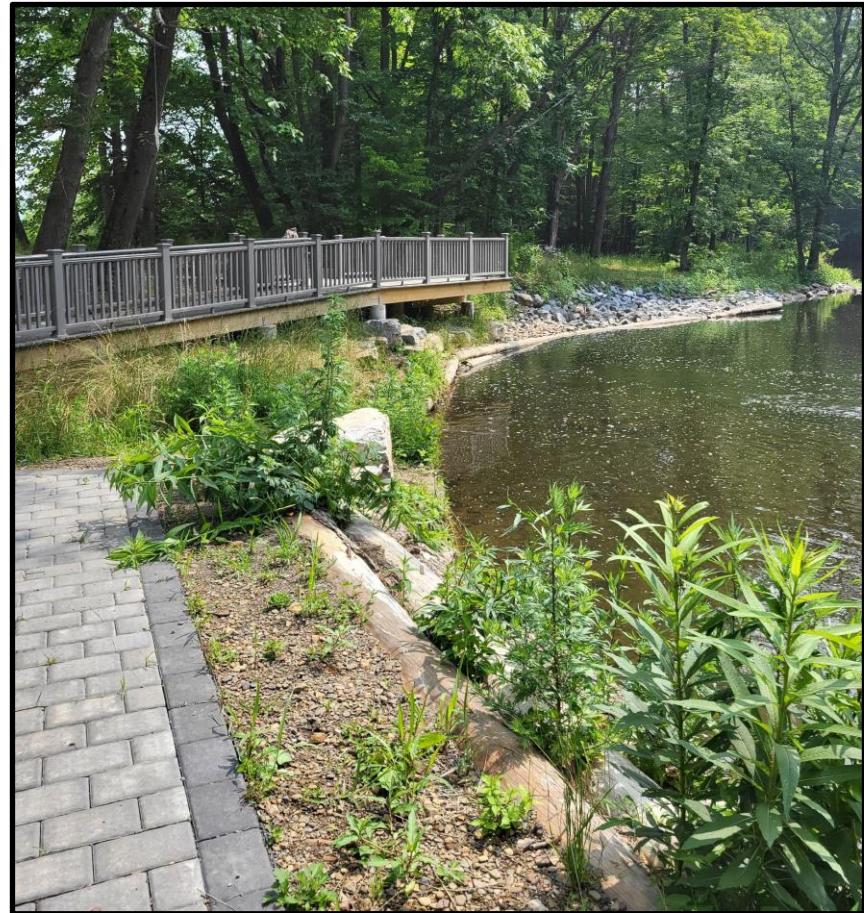
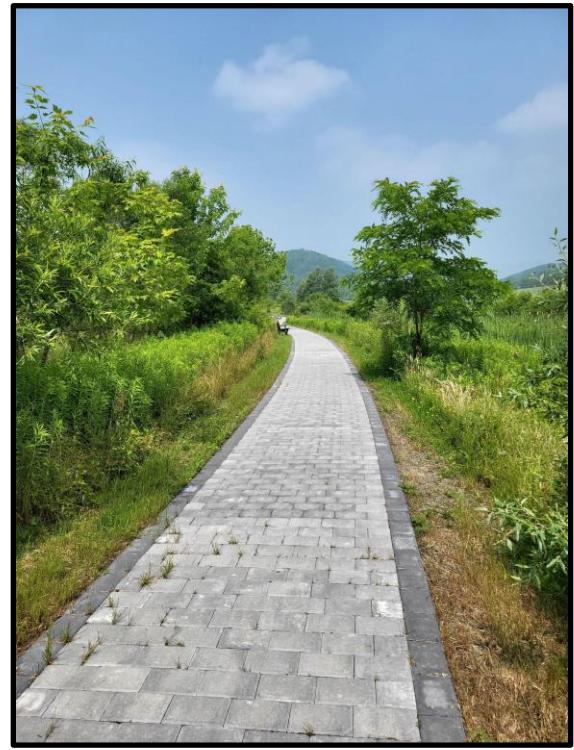
At the foundation, Judy is responsible for taking care of the administrative and financial operations of the nonprofit. She serves as the office contact for the foundation, and is responsible for communicating with the foundation's accounting staff to ensure that expenses are paid on time. She also helps plan the organization's various fundraising events, working as one of the event managers who handles the logistics of booking venues, hiring vendors, and other operational tasks to ensure that all the foundation's events run smoothly.

When she isn't working with the foundation, Judy enjoys relaxing on her deck and taking walks in the woods around her home. She and her husband live together in their cabin outside of State College in Walker Township.

*(Foundation Contact Info Goes Here)*



## PUBLICITY PHOTOS



# TRIFOLD BROCHURE



## Our Mission

At the Wildlife For Everyone Foundation, we celebrate the rich heritage of Pennsylvania wildlife, and provide outdoor enthusiasts a way to financially support wildlife conservation and education across Pennsylvania.

## Get in touch with us!



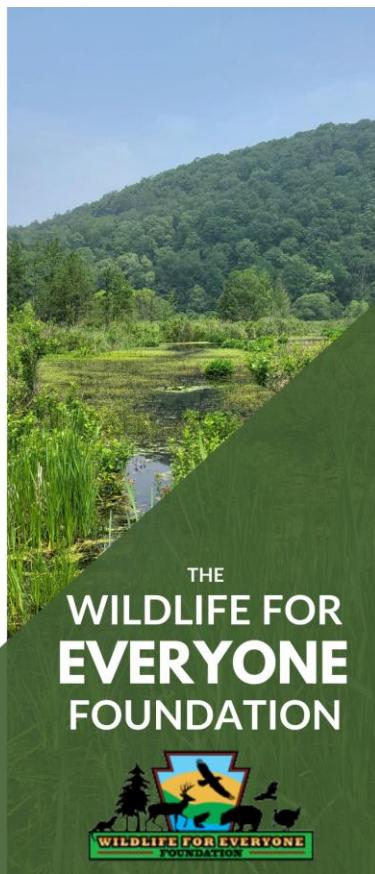
814-238-8138



[www.wildlifeforeveryone.org](http://www.wildlifeforeveryone.org)



341 Science Park Road  
#103, State College, PA  
16803



## THE WILDLIFE FOR EVERYONE FOUNDATION



## Membership Tiers

- \$15** – Youth Membership
- \$35** – 1 Year Membership
- \$100** – 3 Year Membership
- \$500** – Soaring Eagle Membership
- \$1000** – President's Circle Membership
- \$5000** – Lifetime Membership

*Donations of any size are accepted and appreciated! Visit our website to donate.*

## Membership Benefits

- All tiers include a membership card.
- Year memberships grant access to Pennsylvania Wildlife magazine, the Wildlife for Everyone newsletter, and an invitation to all yearly events.
- Soaring Eagle membership proceeds go directly to Wetland projects across Pennsylvania + above perks.
- President's Wildlife Circle membership includes a pin reception at the annual Spring celebration + above perks
- Lifetime membership includes all above perks, plus your name goes on the paver plaque at the Soaring Eagle Wetland.

## Board of Directors and Office Staff

**Russ Schleiden** – Chairman of the Board

**Reed McCormick** – President

**Michael Frailey** – Vice President

**William Capouillez** – Treasurer

**Dennis Coleman** – Secretary

**Carl Roe** – Board Member

**John Blaschak** – Board Member

**Gregory Isabeella** – Board Member

**Mike Harpster** – Board Member

**Matt Heaps** – Board Member

**Jason Beale** – Board Member

**Mike Messina** – Board Member

**Alexander B. Deveny Jr.** – Board Member

**Judy Onufrak** – Office Manager

**Robin Hatcher** – Office Staff

## Our History

The story of the Wildlife For Everyone Foundation starts with the founding of the Pennsylvania Game Commission in 1895. The Game Commission has helped conserve Pennsylvania Wildlife, but with rising costs, has to make decisions on where funding will go.

This is where the Wildlife For Everyone Foundation comes in. Founded in 2004, the foundation helps support important habitat and wildlife conservation projects in need of funding, through the help of gracious donors from around the commonwealth.

## Upcoming Yearly Events

Yearly Spring Celebration – **May 17th**

Annual Great Outdoor Picnic – **June 22nd**

John M. Frailey Memorial – **September 13th**  
Sporting Clay Classic

## Foundation Projects

- Soaring Eagle Wetland – **Port Matilda**
- State Game Lands 93 – **Somerset Co.**
- Muddy Run Stream – **Crawford Co.**
- Climber Run Stream – **Lancaster Co.**
- Quaker Run – **Northumberland Co.**

*Among other conservation projects all across Pennsylvania For an exhaustive list, visit our website.*