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For Immediate Release

Donated Web site Wins Rescue Mission Place in National Competition

Most volunteers of the Rescue Mission love to help “on the front lines.” That’s when they get to work hands on with the clients that come there for food, shelter and addiction recovery services. It’s the thrill of doing battle, getting their hands dirty, sometimes even doing spiritual battle, to help those less fortunate.

“We have a small staff, so we have to depend on volunteers to help in our day-to-day operations, especially serving food, doing yard work, etc.” Development Director Amanda Harris said.

So when the staff heard that Dave Sussman, owner of ChoixGraphx Media Development Company, was interested in doing some charity work for the Mission, they were immediately interested. ChoixGraphx has designed Web sites for nationally known companies, such as Farmers Almanack, and graphics and logos for several other high profile companies.

ChoixGraphx was in the spotlight last week when the Association of Gospel Rescue Missions awarded Panama City Rescue Mission’s donated Web site third place in the publications competition at the annual National Convention. (The competition is a friendly way to encourage excellence among those responsible for Rescue Mission communication across the country.)

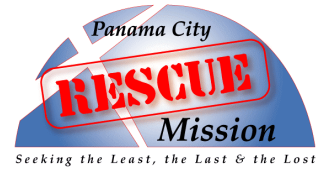
Sussman is no normal volunteer. He maintains the technical aspects of the Web site and even leant his professional experience by designing the Mission’s new logo. And he does it all from his own home.

He was the sort of volunteer the Mission needs now more than ever, Harris said. We tend to forget about the behind the scenes work that needs to be done in all organizations, she said. It is just as helpful for people to work in the office and out in the community with special events and advocating for the Mission as it is to serve food.

It helps keep the cost of operations down so that financial donations can be used for program operation. All volunteers are appreciated and the Mission tries to make volunteers come away with a life changing experience. A volunteer experience is usually previewed by a tour of the facilities and the opportunity to meet clients benefiting from program offered there.

To view the Mission’s award-winning Web site visit www.pcrmission.org and check out Sussman’s site at www.choixgraphx.com while you’re surfing.

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Other (feature) story ideas are:

- Show how local charities depend more and more on technology as staff and those interested are more computer savvy
- Show the benefits of donating online vs. the traditional way through mail (many online giving pages are secure and fast) The Mission uses “The Network for Good” Web site to collect online gifts
- Show how volunteers can use their creativity and special skills to help out charities (time, talent, treasure)

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