



Karina Mireya Martinez

Writing Portfolio

Client: Team Lilly Foundation

Dear Team Lilly Foundation,

I am writing to you today to apply for the open position of Social Media Marketing Manager. The message of Team Lilly spreads far beyond those with childhood cancer but all whose lives have been impacted by this disease. I can vividly recall the day I learned my family members were diagnosed with cancer and the emotional and physical toll it took on my family. No family should ever endure that pain. I admire the role the foundation plays in supporting such families through what may be one of the most difficult moments in their lives. In a time of need, community is one of the most important supports a family deserves.

I am currently obtaining a Bachelor of Arts degree from DePaul University in Political Science with a minor in Public Relations and Advertising. I have 2 years experience as a digital organizer at the Brighton Park Neighborhood Council (BPNC). During my time at BPNC, I have learned how to engage audiences on Facebook, Twitter, and Instagram to support the work of the organization. For the past year I have been responsible for managing BPNC's social media presence, holiday appeals, and press materials. I am skilled in Adobe Suite, Canva, and Constant Contact.

Additionally, I enjoy working with a passionate and goal-oriented community, like the Team Lilly Foundation. I am ready and capable of taking on a management position in your foundation. As an advocate in Brighton Park, I plan to bring my creativity and energy to your battle against childhood cancer. Thank you for your time and for considering me for the position. I have attached my resume and writing portfolio to this email. I will follow up with an email next week to see if I can be of benefit to the organization and join the Team Lilly family.

Sincerely,

Karina Mireya Martinez

KARINA MIREYA MARTINEZ

CONTACT DETAILS

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Address: 3712 W. 54th Street, Chicago, IL,
60632

OBJECTIVE

To obtain a job in a Political Science related field creating Public Relations materials for organizations dedicated to supporting marginalized communities

SUMMARY

I'm a Political Science student who is passionate about equity in Chicago and enjoys photographing political movements.

TECHNICAL SKILLS

- Fluent In Spanish
- Microsoft Office
- Adobe Suite
- miniVAN
- Canva
- Constant Contact
- Facebook, Twitter, Instagram
- Photography
- Public Speaking

HONORS

Rising Star Award, Office of Cook County
Comissioner Jesus "Chuy" Garcia | 2018

EDUCATION

DEPAUL UNIVERSITY

BA in Political Science | Minor In Public Relations and Advertising

Expected Graduation: 2021 | GPA: 3.65

- President, Movimiento Estudiantil Chicanx de Aztlan (MEChA)
- Member, Pi Sigma Alpha, Political Science Honor Society
- Member, National Society of Collegiate Scholars

EXPERIENCE

YOUTH ORGANIZER

Brighton Park Neighborhood Council | 2019 -

- Manage all social media profiles (Facebook, Twitter, Constant Contact)
- Developed campaign strategies as a member of Grassroots Collaborative Digital Strategy Team
- Alerted press to all events, gaining attention from local TV and news stations

YOUTH SUMMER EMPLOYMENT CASE MANAGER

One Summer Chicago | 2019

- Managed 73 youth at 13 worksites on the southwest side of Chicago
- Lead trainings on professionalism, college financing, and mental health
- Coordinated worksite supervisors and youth employees

BARISTA

Starbucks Coffee Company | 2017-2019

- Balanced drink orders while developing relationship with customers
- Established and maintained the store's Instagram profile
- Translated and advised customers on best options suited for their taste

ALDERMANIC INTERN

14th Ward Alderman Ed Burke | 2017

- Organized files for business permits issued in 2017
- Filed resident's block party and garage sale permits
- Input data into the 311 system for community issues

TO: BRIAN WHITEHEAD | bwhitehead@scng.com | San Bernardino Sun
Subject: Childhood Cancer Awareness at Children's Hospital Los Angeles

Brian, As an avid reader of The Sun and childhood cancer advocate, I enjoyed reading your article about Amazon's effort to raise awareness about childhood cancer. Childhood awareness is much closer to home than any may think. It can happen to your neighbor, as it did to mine. It could be your family member, friend, or a stranger you pass by.

Childhood cancer is the number one cause of death by illness for children in the United States. At this moment, research for childhood cancer is low, receiving about 4 percent of federal funding. This leaves many children with limited treatment options, often forced to participate in clinical trials or receive adult strength chemotherapy, which may cause more harm in the future. For children, like Lillian Bumpus of the Team Lilly Foundation, their lives are spent in and out of the hospital, receiving treatments, and being aware to not get ill due to weak immune systems. For Lilly, a survivor of Ewing's Sarcoma, a rare cancer that grows in bones, funding childhood cancer means more than 4 percent but living outside the glass windows of her hospital room. Today, she is in first grade and has traveled to Greece and China with her Girl Scout troop. There are hundreds in care with the Team Lilly Foundation. The foundation provides assistance to families who have endured the process of childhood cancer. For every holiday, the Team Lilly Foundation teams up with Children's Hospital Los Angeles (CHLA) to provide care packages for families. Over 4000 packages have been delivered to date.

The Team Lilly Foundation is determined in fighting better treatment options for children and for supporting their families during every step of the way. We will be hosting our annual Halloween Bash at Children's Hospital Los Angeles on October 26th, 2019 at 4:30pm. I would like to invite you to our event where 100 families will receive free costumes and have a chance to celebrate Halloween while in treatment. For any questions, please contact press@teamlilly.org.

Thank you for your time,
Karina Martinez
Communications Manager
Team Lilly Foundation
press@teamlilly.org
(773) 738-9637

Media Audit

Team Lilly Foundation is a 501c3 organization focused on providing assistance for children with cancer. The foundation focuses on administering financial support through donations for rent and other utility bills, treatment, gas and traveling costs, and funerals. The organization works mainly with youth located in the San Bernardino area who are patients at Children's Hospital Los Angeles.

The organization operates and gains traction through their Instagram page where they mobilize their audience to donate to causes like seasonal parties at the Children's Hospital and create care packages for those in care. The organization has little social media presence beside the Instagram account. In addition to that, the organization has no existing press coverage of any events, only personal blogs written by staff.

Strengths <ul style="list-style-type: none">• Engages audience on social media platforms through narratives• Strong relationships with organizations like Children's Hospital Los Angeles• Quick to respond in urgent situations for patients and families	Weaknesses <ul style="list-style-type: none">• Small staff has a limited capacity to expand fighters in care• Instagram is main use of organization's social media accounts• Little to no press coverage of events
Opportunities <ul style="list-style-type: none">• Need to increase social media presence• Launching of clothing line helps support organization economically• Growing support for fighters outside of San Bernardino	Threats <ul style="list-style-type: none">• Rising cost of hospital treatment requires further fundraising• Influences of pharmaceutical companies in cancer research• Lack of funding for childhood cancer on a federal level

Team Lilly September Calendar

September Calendar						
Date/time	Content	Image	Tw	LI	IG	
9/1	Did you know September is Childhood Cancer Awareness Month? Every	Insert Childhood Cancer Ribbon graphic	X	X	X	
9/2	Childhood Cancer has a		X	X	X	
9/3	Check out our team at Children Hospital Los Angeles sharing information about our 'Fighters in Care' program.	[Insert photo of current fighters in care]	X	X	X	
9/4	Join us outside of the San Bernardino Walmart to buy cookies for a cause! The Team Lilly Foundation is raising money for our annual Halloween Bash at Children's Hospital Los Angeles!	[Insert photo of Walmart Girl Scout stand]	X			
9/5	Childhood cancer only receives 4% of all federal cancer research funding. Join us in Washington D.C. on September 25 th for a hearing on cancer research! #GoGold	[Insert chart with percentage of all funding]	X			
9/7	Lilly Bumpus, our foundation's namesake is headed to Greece and Rome with her Girl Scouts troop! Lilly was diagnosed with Ewings Sarcoma at birth and had little chance of making it past one year old. Today, she is traveling the world spreading awareness around childhood cancer!	[Insert photo of Lilly before and after chemotherapy]	X			
9/8	Do you know the Beast? Mateo Cota is a fighter in care! Mateo's brother provided him with a life saving bone marrow transplant earlier this year! Mateo's body accepted his donor and has been thriving! Read more about Mateo here!	[Insert Be The Match graphic]	X	X	X	
9/10	This summer Lilly went to Greece and Rome with her Girl Scout troupe! She never forgets	[photos from Girl Scout trip]	X	X	X	

Team Lilly September Calendar

	her friends that have lost their battles. During the summer, she spread their stories across the world and letting the world know about the fight for childhood cancer awareness!				
9/15	Have you seen our partnership with Amazon? Your September packages are going gold for childhood cancer! Don't forget that all Amazon purchases can go towards charity. When you check out, add a contribution to the Team Lilly Foundation! #GoGold	[Insert photo of Lilly with Amazon packaging]	x	x	x
9/23	We're bringing the spooky spirit to Children's Hospital Los Angeles! In October, we're hosting our very first haunted house! Help us make that happen and support all 200 of our fighters in care!	[Insert picture of CHLA with haunted theme]	x	x	x

Outlet: New York Times

Submissions: 400-1200 words

<https://help.nytimes.com/hc/en-us/articles/115014809107-How-to-submit-an-Op-Ed-essay>

Everyone knows October is Breast Cancer Awareness But Do We Go Gold? By: Trish Anderson,
President of the Team Lilly Foundation

Go Pink! “Saves the Tatas”! Who hasn’t heard of the Susan G. Komen Foundation? Did you know that September is Childhood Cancer Awareness Month? Childhood cancer is the number one killer of children by disease in the U.S. It is also the least funded type of cancer. Childhood cancer receives about four percent of all federal cancer research funding. This leaves children with limited treatment options, enduring rounds of adult strength chemotherapy.

Each year in the U.S., an estimated 15,780 children aged 0-19 are diagnosed with cancer. For Lilly Bumpus, the namesake of the Team Lilly Foundation, four percent of funding means 14 rounds of 75 percent adult strength chemotherapy. She was born with Ewings Sarcoma, a rare form of cancer found in bones and was located in her chest wall. This required surgery and five different forms of chemotherapy. Along the path she had to endure seven more surgeries. Lilly is considered one of the lucky ones. She is able to experience life outside of the glass windows of the hospitals, something many are not lucky. Today she is seven years old and attending school. Although she is not able to play soccer or any contact sports due to the hole in her chest wall left by surgery, Lilly is traveling the world with her Girl Scouts Troop after winning Top Seller for her age group.

To Lilly, four percent of funding means much more than a number. It represents the dozens of fellow friends lost to this disease. They are not just statistics. They are family.

Dalilah. Ayden. Bailey. Ceci. Emily. Hazel. Sophia. Haylie. Angel.

On her most recent trip to Greece and Rome with her Girl Scouts troop, she took her friends with her. She scatter her friend’s stories everywhere she went, raising awareness for her friends who were not with her anymore.

FOR IMMEDIATE RELEASE

Team Lilly Foundation Goes Gold With Amazon For September Amazon releases gold packaging for National Childhood Cancer Awareness Month

SAN BERNARDINO, Calif. Sept. 1, 2019 - Amazon will donate \$1 million to Team Lilly Foundation to raise awareness about childhood cancer and empower customers to do the same. For the month of September, Amazon will roll out gold packaging for customers and donate 0.5% of eligible purchases to Team Lilly Foundation.

As part of the Go Gold initiative, Amazon will offer three youth from the Team Lilly Foundation a tour of their Los Angeles Facility where they will be given an opportunity to ship packages to fellow cancer patients. "The full time responsibility of caring for my fragile child became a carrier no mother plans for. From living inside the glass and learning the true meaning of love and strength I learned we are only as strong as those around us who hold us up when our knees grow weak," said President Trish Johnson.

According to the National Cancer Institute (NCI), cancer is the leading cause of death from disease in children. Approximately 15,780 children are diagnosed with cancer each year, making up 1 percent of all cancer diagnoses. Childhood cancer survival rates have grown over the years. However, treatment options are limited to adult strength chemotherapy and clinical trials, which are not approved by the Food and Drug Administration (FDA).

About Team Lilly Foundation Team Lilly Foundation is a 501c3 nonprofit based out of San Bernardino, California. President, Trish Johnson, created the organization after her daughter, Lilly, was born with Ewing's Sarcoma in her chest wall, a rare form of cancer. Lilly began chemotherapy at 4 months old and endured 14 rounds of 75% adult strength chemotherapy for 14 months. Lilly Bumpus was officially deemed cancer free on July 9 of 2013. The organization now offers financial support to families with children fighting cancer, hosts events at Children's Hospital Los Angeles, and embraces "living outside the glass".

Contact:

Karina Martinez

Communications Manager

Team Lilly Foundation

(312) 222-222

press@teamlilly.org

Team Lily Foundation Talking Points

Overall Message

Team Lilly Foundation is a 501c3 nonprofit based out of San Bernardino, California. President, Trish Johnson, created the organization after her daughter, Lilly, was born with Ewing's Sarcoma in her chest wall, a rare form of cancer. Lilly began chemotherapy at 4 months old and endured 14 rounds of 75% adult strength chemotherapy for 14 months. Lilly Bumpus was officially deemed cancer free on July 9 of 2013. The organization now offers financial support to families with children fighting cancer, hosts events at Children's Hospital Los Angeles, and embraces "living outside the glass". The foundation's mission is "is to assist families battling Childhood Cancer in a way that can most impact their battle. We want to be an outstretched hand to families in the fight of their life and let them know that there is an army behind them. We will not let any family fight alone."

Childhood cancer is the least funded type of cancer.

- Since 1980, fewer than 10 drugs have been developed for use in children with cancer, as compared with the hundreds of drugs that have been created exclusively for adults.
- Only 4% of federal government cancer research funding goes to study pediatric cancer.
- Most children must endure adult-strength chemotherapy treatments that often do more harm in the long run.

The Team Lilly Foundation was created to financially and emotionally support families with children who have been diagnosed with cancer.

- The foundation provides assistance to over 200 cancer fighters currently in care. This means assisting in rent payments, groceries, light and gas bills, and more.
- Cancer has impacted many families, especially those whose child has lost their battle. The foundation works to ensure funerals do not put these grieving families in debt by raising funds for burials.
- Every holiday, the foundation teams up with Children's Hospital Los Angeles to host an event where patients can experience a sense of normalcy.
- The event involves gathering care packages for each of the patients and their families.

The Team Lilly Foundation offers assistance to all fighters and families.

- Children ages 0-18 currently in active or maintenance care treatment or under the care of survivorship specialists
- For care packages- all fighters (no matter their patient status) are eligible as well as siblings of fighters who have passed away.



Childhood cancer looks different than you think.

This is Lilly Bumpus, not your average five year old.

Lily runs the Team Lilly Foundation, a 501c3 foundation for cancer fighters, just like her.

1 in 285 children in the U.S. will be diagnosed with cancer before their 20th birthday.

That's less birthday parties, vacations, holidays spent where they should be.

Living outside the glass, for Lily, means going to school, traveling the world with her Girl Scouts troupe, and raising awareness for childhood cancer with her friends.

*Go Gold for Childhood Cancer
this September.*



Executive Email

Dear employees,

As we near the holiday season, we would like to remind our employees of our annual Holiday Benefit. As partners with Children's Hospital Los Angeles, every year we host the Holiday Fighters Gala. This gives us an opportunity to reach each and every patient in the hospitals and support every fighter in our care. This year, the Benefit will be held at Colonnade Ballroom, Hotel Casa del Mar, 1910 Ocean Way, Santa Monica, CA 90405.

The benefit helps support the foundation for another year and many years to come. With that, we need all hands on deck! Please save the date for the event on December 13th, 2019. We will need assistance setting up and tearing down. Please sign up on the attached spreadsheet with your availability. All employees must sign up for at least one shift. Managers, please ensure that all employees are available during this time.

Thank you for a great year!

Trish Johnson
President, Team Lilly Foundation
(312) 555-5555

Team Lilly Foundation
San Bernardino, California



Our Mission: Team Lilly Foundation's mission is to assist families battling Childhood Cancer in a way that can most impact their battle. We want to be an outstretched hand to families in the fight of their life and let them know that there is an army behind them. We will not let any family fight alone.

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Our Causes and Campaigns:

Financial Assistance - Every year, Team Lilly Foundation raises over \$50,000 to help cover bills for families, from gas and light to medical to funeral costs.

Care packages - For the holidays, Team Lilly works with Children's Hospital Los Angeles to hand out care packages to fighters spending their holidays in the hospital.

Send a Meal Program - Meals are prepared for families who are living away from home to receive care. Patients and their families may receive meals at the hospital or at the local Ronald McDonald House.

Founded: 2017

Care packages delivered: 4078

Childhood Cancer Fighters in Care: 272

Team Lilly Dream Party Makeovers: 29

Recipient of: 2018 Be The Change Award Sheckler Foundation