

Our skills, helping you



To achieve their goals, charities need so much more than just money.

That's why we've decided to partner with local charities to provide our services and time, completely free of charge, to help where we can.

We've been working with Nelson's Journey, doing lots of different activities to help raise awareness of the great work they do – and getting the whole team involved too!

Our creatives have put together some really useful literature, we've hopefully got people talking about them after seeing some articles in the local news, and we've even been on our very own Journey with a sponsored walk dressed as cats raising around £1,000.

It's been really rewarding and quite a bit of fun too!

And that's why we're going to be doing it all again in 2009 – we'll keep you posted on our next charity.

Who are Nelson's Journey?

Nelson's Journey are a small Norwich-based charity, who provide an invaluable service to children and young people who have experienced the death of a significant person in their life e.g. Mum, Dad, Brother or Sister.



Going green

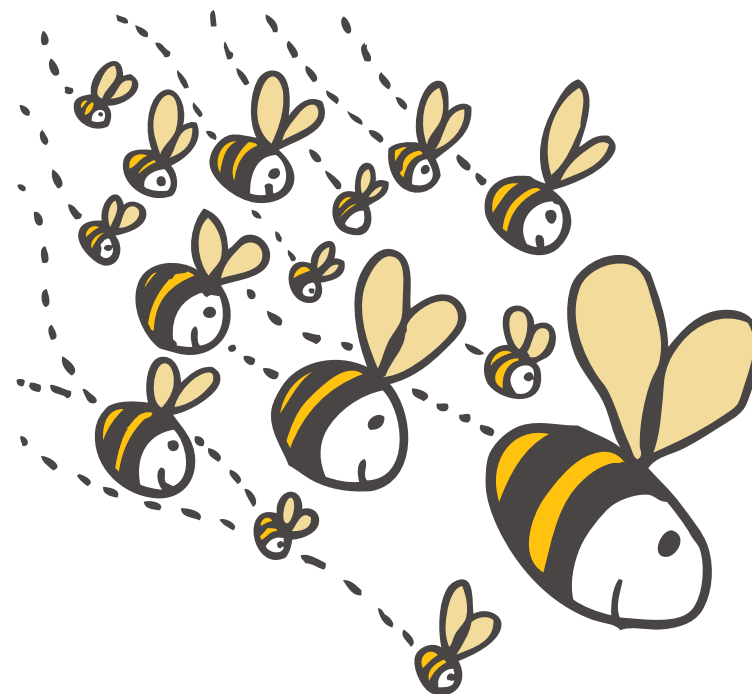
2009 is the year of green change at Shorthose Russell. We've got a whole calendar of 'green' activities we'll be working our way through to help us reduce our carbon footprint – and hopefully save money too.

We kicked off the year with our 'zero-carbon' calendar produced using recycled paper, soy inks and carbon offsetting to show that print really can be 'green'.

With this successfully under our belts, we've been taking a careful look at the office and making changes to recycle as much as possible and reduce waste by switching off printers, monitors, lights, etc, etc. Simple but effective stuff! And for our shredded paper, we've found a unique use for it – donating it to Halls Wood Wildlife Sanctuary to use for bedding for the lost, unwanted and neglected animals they take care of.

**Interested in 'Going green' in your office?
Here's a few things you might find useful...**

- Set the power options on your PC to ensure it automatically saves energy
- Switch off your monitors and any printer overnight – this could save you £'s by the end of the year
- Visit and search with Blackle.com – an energy saving version of Google!
- Consider a car-share or even car-free day for everyone in your office.



Working together



At Shorthose Russell, we're about more than just business...

with so many skills at our fingertips, we're making the most of these to help charities, the environment, young people and others. **Simply read on to discover just what we've been doing...**



Support through sponsorship



In the last year we've sponsored some very different but fantastic events.

July 2008 – Thorpeness Charity Day

We sponsored the annual Thorpeness Charity Day, held at Thorpeness Golf and Country Club to raise money for the Warden's Charitable Trust, providing holiday venues for people, mostly children, with disabilities.



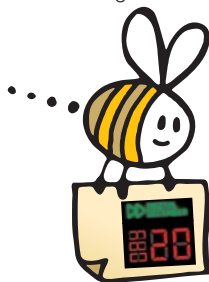
The weather was very kind to the 100+ people who took part and the day raised a fantastic £10,000.

December 2008 – Digital December

Norwich University College of the Arts launched a new on-line competition 'Digital December' which we were delighted to sponsor.

Aspiring artists from across East Anglia were given the chance to win a unique and coveted on-line exhibition space at www.digitaldecember.org and on the BBC Big Screen at Chapelfield, Norwich.

The Digital December website featured eight categories including: Animation, Design for Publishing, Film and Video, Illustration and Photography – with the photographic category judged by our very own Creative Director, Steve Rowland.



May 2009 – Broadland Housing Tenant's Conference

Held annually, the Broadland Housing Tenant's Conference is for and about the tenants to find out what's important to them, and we're proud to be sponsoring the 2009 event. Broadland Housing Association are committed to providing a range of more affordable housing in Norfolk and Suffolk, while also making sure they really listen to their tenants to provide a caring and effective service.

Help to get a head start

Being a full-service agency there's lots going on here at Shorthose Russell, so we're more than happy to welcome young people for some very varied work experience.

From A-level students to graduates, a week in the agency will give a taste for PR, marketing, design, media and more. In 2008 a graduate in Advertising, Media and Design spent a week with us, and an A-level student considering a future career in PR came in to see just what this might involve – And all the way from Australia, we've had our very first international student popping in for some work experience - we hope it was worth the trip!

We look forward to seeing more enthusiastic people this year to show them just what we get up to.

