

APRIL KOBEDA

PRO BONO CONSULTANT



CITY: NEW YORK
FIELD: GRAPHIC DESIGN
PROJECTS: EIGHT

A dedicated and hard working team player,
April is an asset to every project of which she is a part.

April joined the Taproot pro bono consultant team in 2005 because she wanted to help nonprofit organizations accomplish their goals, to feel part of a larger community, and to gain experience outside of her corporate job. Having completed eight Service Grants, April adds a deeper understanding of nonprofit needs and insight to all of her projects. Her strong design expertise helps her teams develop creative new designs, layouts, and solutions to then meet these needs. For these reasons, she is able to leave nonprofit teams with a final project that is appreciated by all.

APRIL'S PROJECTS:
ANNUAL REPORT,
BASIC WEBSITE (3),
BROCHURE (2),
KEY MESSAGES & BRAND STRATEGY,
VISUAL IDENTITY & BRAND STRATEGY

BEDFORD STUYVESANT RESTORATION
COMPREHENSIVE DEVELOPMENT, INC.
EDUCATIONAL VIDEO CENTER
HARLEM ACADEMY
HERE ART CENTER
HESTER STREET COLLABORATIVE
SOBRO

April continues to take on more pro bono consulting projects for several reasons. "Pro bono work gets you out of your comfort zone and away from your routine day-to-day tasks," she says. April also finds that Taproot pro bono projects allow her to contribute in a more engaged, supportive way by utilizing [her] graphic design skills to give back professionally. She also continues her work with Taproot because it allows her to get to know the city and meet a variety of new people with diverse professional backgrounds with whom she has developed close friendships and freelance work.

APRIL'S PRO BONO POINTERS

ADVICE FROM THE FIELD

Keep applying for projects because each one is uniquely different. Each project brings its own challenges and rewards that add to the fun experience.

Try more than one project type. Working on different projects will open you up to new knowledge and new relationships.

Did You Know?

April was awarded a Taproot Foundation Pro Bono Superstar Award in 2011 for her continued support and dedication.

**Thank you
for making
it matter,
April!**