

ED KAMRIN

PRO BONO CONSULTANT

CITY: BAY AREA
FIELD: MARKETING
PROJECTS: ELEVEN



When Ed Kamrin first joined Taproot, he was looking for a chance to make a difference. He wanted to do it in a way that would allow him to use the skills he has developed during his 15+ years in the marketing field. Since becoming a pro bono consultant, Ed has completed 10 projects and is working on his 11th. "It has become a positive habit. It'd be strange not to do pro bono work now," said Ed.

ED'S PROJECTS
KEY MESSAGES & BRAND STRATEGY (6)
BROCHURE (3)
ANNUAL REPORT
VISUAL IDENTITY & BRAND STRATEGY

SF COMMUNITY CLINIC CONSORTIUM (2)
COASTSIDE FAMILY MEDICAL CENTER
URBAN ECOLOGY
OPERATION ACCESS CENTER FOR HUMAN DEVELOPMENT
LIFELONG MEDICAL CARE
FRIENDS OF THE SF PUBLIC LIBRARY
HEALTH EQUITY INSTITUTE
STREETSIDE STORIES
WORLD SAVVY

Although it can be challenging to work with a team working pro bono, Ed said there are many benefits as well. His most memorable project was an organization he has worked with twice. The organization started with the Key Messaging and Brand Strategy Service Grant, and then later came back for the Visual Identity Service Grant. "I saw the organization evolve and present itself more compellingly to the outside world. It was rewarding to see them continue the work and use the final deliverables we gave them. It was like taking a pearl and shining it to see the value of it," said Ed.

He further added, "The nonprofit sector is just as well developed as the corporate sector. They have the same questions and problems as corporations, but don't have the resources. I have great respect for the nonprofit sector for their ability to solve their challenges without the resources the corporations have."

His pro bono work has also caught the attention of other professionals. When he was interviewing for a new job, would see Taproot on his resume. "They asked about my work with Taproot, and were really interested in hearing more about it. They respected my work with Taproot."

DID YOU KNOW?

Ed not only volunteers with nonprofits, he advances volunteer at his job. After 15 years in the healthcare industry, he recently transitioned into a Corporate Social Responsibility role at McKesson.

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

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FOUNDATION

ED'S PRO BONO POINTERS

ADVICE FROM THE FIELD

Take advantage of the resources Taproot offers.

We always get busy [during a project] but we can help each other if we communicate. Everyone wants you to succeed.

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