



Project Proposal

Prepared by: Joe Houseman
Chairman, Delta Pilots Charitable Fund
First Officer, 767

February 27, 2012



Executive Summary

About Delta Pilots Charitable Fund

The Delta Pilots Charitable Fund (DPCF) supports nonprofits that provide services to children in Delta hub cities. The fund, established in 1999, has granted over \$1MM to more than 50 children's charities. DPCF, supported by individual contributions from Delta pilots, is the first charitable fund established, managed and funded entirely by the pilots of a major U.S. airline.

In order to maximize the impact of the contributions, the fund concentrates donations in cities where Delta pilots are based and reside including Atlanta, Boston, Cincinnati, Dallas, Los Angeles, New York, Orlando, Salt Lake City, Miami and Chicago.

Project Objective

The DPCF is seeking an individual or interactive agency to create a website that will facilitate the sharing of information, collection of donations and requesting of grants. This project will mean more money being donated to more charities resulting in a greater impact in the lives of children.

The Process

This project will proceed in five distinct phases:

- Vendor Selection - determining the best fit to successfully complete this project.
- Requirements - gathering and clarifying requirements, establishing wireframes, writing and editing copy.
- Design - agreeing with stakeholders on a general design look-and-feel, selecting artwork, etc...
- Build - the creation of the website.
- Acceptance - testing to ensure requirements are satisfied as well as general website functionality.

A tentative project schedule is as follows:

- Vendor Selection - 3/16/2012
- Requirements Complete - 3/30/2012
- Design Complete - 4/16/2012
- Build Complete - 4/20/2012
- Acceptance Complete - 4/27/2012



DPCF Grants

Since its inception the DPCF has granted over \$1MM to more than 50 children's charities, including, for example:

Children's Healthcare of Atlanta:

The DPCF purchased a pediatric ambulance for Children's Healthcare of Atlanta at Egleston.

In addition to their gift to the Children's Healthcare of Atlanta Foundation, pilots will distributed aviator bears, complete with flight jackets and aviator goggles, to more than 150 children at the hospital.

9/11 Disaster Relief Fund:

The DPCF presented the New York City Central Labor Council (NYCCLC) 9/11 Disaster Relief Fund with a \$35,000 donation from the Delta Pilots Charitable Fund. The donation benefited the children of members who lost their lives on 9/11/2001.

Arnold Palmer Medical Foundation:

The DPCF presented a donation of \$150,000 to the Arnold Palmer Medical Center Foundation to equip a playroom in the Congenital Heart Unit of the Arnold Palmer Hospital for Children. The donation provided for a fully outfitted play area in this state-of-the-art healthcare facility dedicated to the care of children in the Southeast.

Georgia Chapter of the Cystic Fibrosis Foundation:

The Delta Pilots Charitable Fund donated \$20,000 to the Georgia Chapter of the Cystic Fibrosis Foundation to help fund a research study to enable CF caregivers to learn more about the disease, including how to better detect and treat it.

"The Delta pilots' donation will help fund a program that could potentially enhance our ability to care for children and adults with CF and give them a better opportunity to have a longer, healthier life," said Maureen Fraser, Director of Field Operations for the Georgia Chapter of the Cystic Fibrosis Foundation. "Most children are diagnosed with the disease before their first birthday. Any chance to improve their quality of life is extremely important."

Rally Foundation for Childhood Cancer Research:

The Delta Pilots' Charitable Fund (DPCF) presented a donation of \$50,000 to the Rally Foundation for Childhood Cancer Research on Monday, December 15, at the Delta MEC offices in Atlanta.

Delta First Officer Joe Houseman, the fund's chairman, said, "The Delta pilots are a concerned, active, and generous group. On behalf of our pilots, it was our pleasure to help raise these funds for such a worthy cause. Children are the focus of the Charitable Fund's mission, and our contribution is a step toward easing their way in the world." Mr. Houseman, other DPCF board members, and members of the Delta MEC will present the check to Dean Crowe, president of the Rally Foundation.



The fund-raising effort included the raffle of two round-trip business-class tickets, which were donated by Delta Air Lines; a golf tournament; and a silent auction at the biennial ALPA Board of Directors meeting held in October. Along with the Delta pilots, the pilots of Hawaiian Airlines and Alaska Airlines also made significant contributions to the fund drive. The DPCF is committed to investing time and money in partnerships with organizations, such as the Rally Foundation, to enrich, strengthen, sustain, and improve the lives of children in our communities.

Functional Requirements

The following is intended to provide a high-level list of website functional requirements. Further incremental requirements may be defined as the project progresses.

Request a Grant

The website must include a Request a Grant page used by charities to request a grant. This page will collect certain demographic information, a description of the grant request and use a simple “send mail” functionality to forward a request to DPCF personnel.

Donate

The website must include a Donate page must provide a description of and the capabilities to download 2 PDF forms used to establish a donation to DPCF.

Prior Grants

The website much include a Prior Grants page that includes the description, photographs and hyperlinks to charities that DPCF has provided grants to in the past.

Other Requirements

Look and Feel

Because the primary audience for this websites are pilots the website should have a general “aviation” look and feel. Consideration should be give to a sky blue color palate, images of clouds, airports, airplanes, etc...

The general feel should be professional and elegant and all design choices should keep this in mind, including font, layout, menus, etc...

Technology

The DPCF website should be constructed using commercially available “freeware” that does not require external hosting; similar to WordPress, Drupal, Tumblr, etc...

The final solution should provide the ability to register a custom URL for direct access.

All technology employed in the project should be free or license fees or other encumbrances.



Miscellaneous

Ownership

All workproducts and materials related to this project including but not limited to code, images, passwords, descriptions and copy will remain the sole property of the Delta Pilots Charitable Fund.

Compensation

The Delta Pilots Charitable Fund is a registered 501(c)(3) nonprofit organization in accordance with IRS guidelines. Although we are not able to directly compensate for this project the DPCF will provide suitable documentation for IRS or college credit purposes outlining the donation of the professional services in order to successfully complete this project.

Contact Information

Joseph Houseman; Chairman, Delta Pilots Charitable Fund & First Officer, 767

E - joehouseman@comcast.net

V - 404.285.0432