



Dear Photographer,

Thank you for your interest in the **Happy Tails for JJ** project. My idea for this benefit event was born a few months ago. Joshua Jonathan "JJ" Proffitt is an amazing three year-old boy, who is very close to my heart. In 2007, shortly after I discovered I was expecting, one of my best friends also announced she was pregnant. Kristin Proffitt and her husband, Josh, were also due with their first child in the summer of 2008. Josh serves in the US Army, and though they were stationed hundreds of miles away, Kristin and I spoke every day. Our pregnancies progressed together, and we even joked about how my little unborn daughter would someday marry her unborn son. It was a very happy time for both of us, through which we grew closer than ever before, and began to plan for our future as parents.

The first year of his life, JJ progressed and developed much as my daughter did. I considered JJ to be "my other baby". They met milestones in about the same fashion, and nothing seemed amiss. Until JJ started missing milestones, and even regressing in some areas of his development. Just after a year of age, JJ "lost" all of the vocabulary he had learned thus far, and became completely non-verbal. Several assessments and diagnoses later, JJ was diagnosed with autism in November 2010. (More on JJ's journey can be found on his website: <http://www.happytailsforJJ.org>).

You can imagine that this diagnosis was crushing to JJ's parents, and I cried (still cry) when Kristin and I spoke about their daily therapies, and JJ's self-harming behaviors. I am heartbroken when I learn that he has, once again, tried to escape the confines of the family's home. I also share in the family's joy at his triumphs in therapy and his progress. When Kristin explained to me how beneficial a service dog could be to JJ's development as well as safety, it was a no-brainer: I had to help.

As a photographer, I often dedicate my time and services to organizations and those in need. It was natural that I help JJ acquire his service dog through my passion for photography. I am overwhelmed at the warm response and willingness to help I have received. I know that together, we can make a difference in JJ's quality of life, and potentially help other families. Through this project, we can also raise more than funds. We can raise awareness, and help eliminate the stigma of autism. I cannot thank you enough for volunteering to be a part of this event. It truly warms my heart to see our photography community come together to make my small idea turn into a huge success. Please use the information in this packet to help you in any way needed and feel free to contact me at any time!

Warmly,

A handwritten signature in black ink, appearing to read 'Angela', written in a cursive style.

Angela Powell Woulfe  
Powell Woulfe Photography  
(760) 317-9752 Office  
[angela@powellwoulfe.com](mailto:angela@powellwoulfe.com)

## Happy Tails for JJ Fundraiser

July 24, 2011

10 a.m. - 5 p.m.

Point of Contact:

Angela Powell Woulfe

Powell Woulfe Photography

[angela@powellwoulfe.com](mailto:angela@powellwoulfe.com)

760.317.9752

949.422.4066 Cell

**What:** A photography fundraiser to assist a military family in procuring a service dog for their autistic son, JJ Proffitt

**Why:** A service dog can help protect JJ and keep him connected to the world around him. JJ's father currently serves in the US Army, and is scheduled to deploy in a few months. They are a single income family, with two special needs children under the age of three, and the cost of the service dog is \$13,500. So far, approximately \$3000 has been raised. They are hoping to secure funding by August 2011. (See all of JJ's story at <http://www.happytailsforJJ.org>)

**Who:** Southern California professional photographers, vendors, and more! *We need sponsors and donors who are interested in contributing doorprizes and special goodie bags for the photographers who are donating their time.*

**Where:** THE OC Photography Center  
590 W. Central Avenue, Suite A  
Brea, CA 92821  
714.529.3686

**Clients Get:** An affordable professional mini-session in a professional studio, 15 minutes in length, for up to 4 people, for a suggested donation of \$25. Images will be presented 2 weeks from the event date, and a model release will be required so that the photographers can share!

**What a photographer can expect to contribute:**

A few hours or entire day's worth of time to be on site to shoot mini-sessions for clients/participants. Each session is 15 minutes in length, and we will rotate through to make the most of our time at the center. Two photographers may shoot at once, with the ultimate possibility to accomplish 8 shoots per hour. Lighting, setups, props, etc. will all be provided. Just bring your camera and business cards. **Please complete the photographer registration form included in this package.**

**During the event:**

As 2 photographers can shoot at one time, volunteers will spend the time in-between their "sessions" helping collect client information and explaining the model release. This will help ensure a steady flow, and plenty of assistance with registration, distributing information, etc.

**After the event:**

Each client will receive 5 digital files from their session (photographer's choice), presented in an online gallery, with the opportunity to purchase affordably-priced prints and/or downloads (up to the individual photographer), with the proceeds also going to benefit JJ Proffitt. (Gallery will be hosted on the Powell Woulfe Photography server with SmugMug.)

Targeted Clients:

Anyone who wants a professional portrait at a great price, helping a great cause!!  
Professionals who need headshots, families who need a studio portrait, models building a portfolio, etc. Market to your existing client base as well!

Suggested Pricing for Prints & Downloads:

Because we want to encourage folks to participate and purchase, this pricing is certainly going to be lower than what we would traditionally offer as individual photographers. All gift prints will be available for purchase for \$10 (4x6, 5x7, 8x10) and downloads of medium resolution files will be available for \$25 each.

*Please note that participating photographers should be experienced and comfortable using studio lighting equipment. If you are not comfortable, we can still use your help!*

*Photographers and vendors who participate in this event will receive a mention on the fundraiser website, as well as recognition via Facebook and blog posts.*

## VOLUNTEER PHOTOGRAPHER REGISTRATION

Please complete the following information and return no later than July 15, 2011

Email to [info@powellwoulfe.com](mailto:info@powellwoulfe.com) or mail to:

Powell Woulfe Photography

2418 Fallbrook Place

Escondido, CA 92027

Photographer's Name: \_\_\_\_\_

Studio Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ EIN: \_\_\_\_\_

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### I am interested in assisting in the following ways:

- Photographing at the event
- Assisting with registration and directing clients
- Distributing flyers and/or press releases, promoting this event to my clients and contacts
- Hosting a benefit date of my own
- Donating a service or product to thank participating photographers
- Other: \_\_\_\_\_

### I am available for the following hours:

- 9 - 11 AM
- 11 AM - 1 PM
- 1 - 3 PM
- 3 - 5 PM

**Thank you for supporting Happy Tails for JJ! For any questions, please contact Angela: 760-317-9752**



CONTACT: Angela Powell Woulfe  
TELEPHONE: 760-317-9752  
EMAIL: INFO@POWELLWOULFE.COM

**FOR IMMEDIATE RELEASE**

**PHOTOGRAPHERS RAISE FUNDS TO BENEFIT MILITARY FAMILY WITH AUTISTIC TODDLER**

**Service Dog Could Provide Safety and Connection to World**

The family of three year-old Joshua Jonathan "JJ" Proffitt currently faces a daunting task for a single-income military family: raising \$13,500 by August 2011. These funds will be used to secure a service dog for JJ through the program run by Autism Service Dogs of America (ASDA), and will provide JJ with a companion who can keep him from harm's way - a physical and emotional tether to the outside world. JJ's father currently serves with the United States Army, and will be deploying to Afghanistan in August for a 12-month tour. It is the Proffitts' hope that with the help of family and friends, funding will be in place prior to his departure, so that the training and placement process can begin. (More on JJ's story can be found at <http://www.happytailsforJJ.org>.)

Angela Powell Woulfe and Kristin Proffitt met several years ago via an online forum for military brides-to-be, and quickly formed a deep and close bond. Despite the miles, they talked nearly daily, and several months after their weddings, they both discovered they were expecting (Angela: a girl, Kristin: a boy). They shared joys and dreams for the future. The babies were born eight days apart, and for the first year, shared milestones and achievements. When JJ started to miss milestones and actually regressed in his development, many assessments were ordered, and Angela shared in Kristin's pain when the autism diagnosis finally came after his second birthday. When Angela learned that a service dog could protect and help JJ, she promised the Proffitts that she would find a way to help.

Angela wanted to find a way to help the Proffitts reach their goal, even from hundreds of miles away. She contacted several photographers in San Diego, Orange County, and Los Angeles, and created the Happy Tails for JJ Portrait Fundraiser Event. All proceeds from this event will be donated to ASDA to benefit JJ Proffitt. Families, professionals, models and anyone else who may desire a professional studio portrait is encouraged to attend this event. A suggested minimum donation of \$25 per portrait session will assist the Proffitts in reaching their goal and provide JJ with a quality of life that would otherwise be impossible.

**Happy Tails for JJ Portrait Fundraiser**  
**Sunday, July 24, 2011**  
**10:00 a.m. to 5:00 p.m.**  
**The Orange County Photography Center**  
**590 W. Central Avenue, Suite A**  
**Brea, CA 92821**

*Reservations for portrait sessions are strongly encouraged, and can be made by calling 760-317-9752. Each session is approximately 20 minutes in length.*

Angela Powell Woulfe is owner of Powell Woulfe Photography, located in Escondido, California. Powell Woulfe Photography specializes in keepsake wedding and portrait photography.

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If you'd like more information about this topic, or to schedule an interview with Angela Powell Woulfe, please call 760-317-9752 or e-mail Angela at [info@powellwoulfe.com](mailto:info@powellwoulfe.com)