



E- Portfolio by Nadejda Iachimovschi

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Introduction

Project Loyalty Matters was created to help people with disability and their family. Our team work hard to provide disabled people opportunity to more independent life.

People with disability should have the same human rights and opportunity as everyone else, however they continue to face too much and unfair social exclusion and discrimination at all levels. A lot of disabled people are really limited and cannot move through their house in their own and are totally dependent off their family. Life history of people which stayed more than five years in the same sofa, move me to start this project to show that with a service dog, life can be beautiful again, and is away to receive independence.

When we introduce service dog to people with disability, from this moment, they are like one. A service dog gives their owners not just support and confidence but much more, freedom!

I believe that through campaign Loyalty Matters we can bring more colour and they are life, that is mean more opportunity for disabled people to access healthcare, go to school or work to play sport and have leisure activity because that is their fundamental right.

I organize this campaign to find more people which will support me and my team to develop this project. I belief that through this campaign we can obtain not only short-term support but and partners which will build.

For this campaign I choose two artefacts pitch and a poster as is shown below.

In upcoming event pitch will be most appropriate four my auditory to understand the whole picture of problem and how they can help us in our case, how they can be involved, and which impact as their help will have for society.

To make an appeal and help raise awareness among the population, I will use a poster. It will help me to induce compassion, an emotional response to go straight to people's hearts. with the help of the poster, the people who care will be present at the event that will take place, thus the chances of gaining new reliable partners will rise and the chance of the company being a success will increase (red17,2021).

Pitch

Hello, my name is Nadejda Iachimovschi. I help people with different disability like diabetes, autism, mobility and balance disorders, epilepsy, blind or partially sighted to obtain more independence in day-to-day life through project Loyalty Matters.

In the UK 11 millions of people have disability and 750000 of them are children. More than 40,000 people aged 25 or younger are blind or partially sighted (Disability Sport,2014).

More than one in 100 people have autism and are around 700,000 autistic adults and children (The National Autistic Society ,2022).

The question is, really do we know what does disability means?

“A disability is any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions) (CDC,2020).”

What if it is possible to reduce activity limitation and participation restriction and not just that but give them a loyal friend?

Yes, that is possible with project Loyalty Matters.

Imagine a woman who all her whole life was busy had a job was a man full time a wife and a friend. Then one day she had a car accident from this moment she totally depended on her family she can't do anything alone. The life stopping from her she does not go anywhere she can't do anything alone. However, and one day she meets her your partner a service dog and she received back her independence.

What is Loyalty Matters project? Assistance dog a loyal friend which can be 24 hours with the disabled person and execute crucial aid depending on the disability of their owner and reduce loneliness which is 10.1% more in disabled people than non-disabled.

As example assistance dogs for people in wheelchairs can open doors, manipulate light switch, paying cashiers, pressing elevator buttons etc (CPL,2022).

What more can an assistance dog do?

Sniffing blood sugar problems, give emotional and physical support for their owners, carrying medication and other necessary items, dialling 999 but most important he can save live its owner (Gantt,2022).

“Did you know that guide dogs are so intelligent that they know when to actively disobey commands and act in the best interests of their handler (PURINA,2022)!”

We give skills and training to our service dogs to assist their owners in day-to-day life.

We give support and advice to people who want assistance in their household challenges.

We work together with schools and local authorities to identify the people which we can help.

We provide assistance to help people discover the benefits in owning a service dog.

We constantly detect new opportunities that our assistance dogs can be more helpful.

You can help as by volunteering to support our cause.

Aswell you can donate cash or through our charity site (www.petloyaltymatters.co.uk).

More ways to support our project you will find asking our volunteers or visiting our website.

I know you are here because you care, and this give me confidence that we together can make a difference.

Loyalty Matters will continue to give people back their independence and self-confidence and I honestly believe together, we can change more destinies and lives.

Please spread the word to your family and friends.

Thank you.

Poster



20-27 November
1:pm-2pm and 2pm-4pm
Community Centre

Service dog is way to receive back independence

Show you support families living with disabilities



COME JOIN US

Tel: [01179565268](tel:01179565268)
mail: loyaltymatters@gmail.com
www.petloyaltymatters.co.uk

(servicedogsva.org,2022)

I choose to create a poster because is one of more efficient and cheaper source to find auditory which present interest in my cause. I created then abstract and colourful to grab the public attention. The text and pictures were chosen related to my subject which I like to discuss with my future auditory. The main idea is clearly and concise, as well I added how you can see above just project details which are absolutely necessary for getting my point across, and just graphically express my mind points (University of Liverpool,2012).

As a point of identification, I add the logo to increase the chance that people will remember us like organisation, but most important, to remember our goal, increase chance disabled people to independence (Tailor Brands,2022).

A picture used in a poster was chosen to reinforce the key message of the poster, to affect public emotionally, to arouse interest and curiosity to read the writing (Salur,2017), (Gold Rabbit,2022). Furthermore, it is easier with an image because when you see a picture it is simple to imagine and understand the values that the project based on, and who is involved in.

In a poster was used in the writing format just main idea of a project. I done that to put accent, to create interest, to promote our values and our goals. As well the people can understand better what we like to achieve promoting this campaign. Furthermore, I add as well in a writing format and an appeal to help and support.

Colour was chosen playful and burned to attract visually in the public and create the positive emotion to the people then they will look on them.

Not less important in a poster I put our contract number, e-mail, and website. Contact number is for people who present interest in our project and like to speak with us directly. A mail address is another way to contact us. People which like to send us a letter for information suggestion, or any other questions can do that. The website is for anyone who like to quickly receive any kind of information about us, like how we help people, how they can contribute, how they can give a donation, or to become a volunteer. Not just that. in the website people who like to become a service dog owner or only just ned advice they will find all information on the website.

The goal of this poster is to find more people which like to help to promote our values and support us not just now but, in the future, too. Some of them can help with donation someone like to become a volunteer or just spread to the family and friends. All action makes or small are very valorous for me and my team because the small action will bring us closer to successfully complete this campaign.

The printed poster will be placed in shops in public and visible place, in the hotels and other events. More than that we will use and virtual poster to place then an online platform to promote our campaign.

A piece of paper or internet post can give more chance disabled people to a life where they are independently.

Conclusion

To get the highest return on my campaign I am thinking about people feelings, and how I and my team can translate the right message to we be heard. An elevator pitch I will use to explain who I am, and what I am doing, and for what I need to support. From a pitch my auditory will understand why I start to do this campaign, and why is important to we continue. They will know how much people need our support, and which impact will have they are help for life disabled people. My gools is to be heard by people who really care and can sheer our value.

I will do this pitch in event, which will have place seven day, how is showing above in that poster, to I can meet more people and share with them my beliefs.

When I pitch, I will confidently and passionately speak my message to get straight to the heart of my audience. I have practiced positive body language and eye contact so it will help me create a good atmosphere and public interest.

One more thing in my mission to get support and an increased chance for people with disabilities who want to become a service dog owner and start a new life where they are independent, is a poster. A poster that was created to appeal to the audience through the message. The message is conveyed to people through wisely chosen color, image with emotional impact and writing describing our mission and beliefs.

Through this poster we will not only find volunteer partners and people who like to donate, but also people who need our help, will contact us and that gives it much more value.

For this campaign I clearly define my public, set up your goals, create targeted content, provide something precious and distributed and promoted my campaign.

I honestly believe that when this campaign is over, we will have more partners and our team will grow, we have people who really care and love to help. I think that my motivation will inspire others and together we will see many results, new partnership between a disabled owner and his service dog.

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