



Join the Flock

Press Kit
December 2019

in loving memory of

Jennifer Lazo

Facts

About

About Join The Flock, Inc.

The 501(c)(3) organization seeks to gift families impacted by cancer with temporary relief from mortgage payments, while introducing them to a flock of supporters. Join The Flock believes life does not end with a cancer diagnosis.

About Keeli Simpson

Keeli was inspired by Jennifer Lazo's strength, selflessness and search of daily joy in the midst of her cancer journey. Keeli now continues Jennifer's legacy by leading Join The Flock's philanthropic efforts.

As a former marketing executive at Coca-Cola with more than a decade of overall marketing and advertising experience, Keeli enjoys a finely-tuned understanding of brand positioning, creative development and collaboration with key partners.



Timeline



October 2018

Non-profit founded by Jennifer and Keeli

Keeli interviewed on "The Jeff & Jenn Show" (Star 94.1 FM)



December 2018

Join The Flock gifts 13 families mortgage payments & needs



May 2019

Jennifer passes away, surrounded by family



October 2019

Join The Flock registers as a 501(c)(3) nonprofit



November 2019

Launched Join the Flock's annual campaign at Jennifer's "Celebration of Life" event



December 2019

Keeli & Mario to appear on *Ellen's Greatest Night of Giveaways*, a three-night, prime time network holiday special

Keeli to be featured on a two-part episode of the podcast "The Upside" (Jeff and Callie Dauler)

By the Numbers

13

Families assisted
in 2018

\$78

Average donation
amount

\$7,785

Funds raised during
30-day campaign in
2018

2019 – 2020 Goals



3 Families

Live Mortgage Gifting



\$75,000

Goal for 2020



Contact

Visit Us Online

<https://www.jointheflockinc.org/>

PR Inquiries

pr@jointheflockinc.org

Instagram

join_theflock

Facebook

@jointheflockinc

Call Us

404.429.3134

Assets

Logo:

<https://drive.google.com/open?id=1WJX07l0Wb3H1wlvKwjOyyHD-tLXktN7C>

Brand Fonts:

<https://drive.google.com/open?id=197v14wAGYf92wtQYhSuYnkP8y4pBsvNn>

Ellen's Greatest Night of Giveaways/NBC Holiday Special Promo:

<https://youtu.be/gJq60tE1mn0>

Bios

Meet the Team

 @join_theflock

Keeli Simpson

Co-Founder, CEO

Keeli wants to ease the financial and emotional burdens forced on families impacted by cancer, while helping them find joy in times of sorrow. Through this celebration of life, she strives to continue Jennifer's legacy.

In 2017, Keeli was inspired by the selflessness of Jennifer, who in the midst of her cancer journey, co-created the groundwork of Join The Flock's philanthropic endeavors.

Since Jennifer's passing in May 2019, Keeli continues to lead the non-profit's growing mission. She believes gifting financial assistance and creating a flock of supporters allows impacted families to temporarily focus on experiences that bring them joy: an adventurous trip, a thrilling purchase or simply, financial relief.

Keeli is a former corporate marketing executive, loving and dedicated wife and mother of three, marathon runner, kitchen dancer and lover of family adventures, coffee, chocolate chip cookies, margaritas, chips, queso and guacamole. Not necessarily in that order.



Jennifer Lazo

Co-Founder, In Memoriam

Jennifer had a dream of transforming real estate signs pink and allocating a portion of closings to help families impacted by cancer.

Years earlier, Jennifer worked as a pharmacist. Her cancer diagnosis gave her the courage to leave her job as a pharmacist and follow her passion in real estate and interior design.

Jennifer founded Casa De Lazo, a home staging business, and later worked with Simpson Real Estate Group where she reconnected with Jamie and Keeli Simpson.

Despite her cancer journey, Jennifer remained a steadfast supporter of others until passing on May 25, 2019. She is survived by her husband, Mario, and two daughters (Eden and Monica).

Jen's loving, kind, optimistic, full-of-life persona lives on through her family and the many families Join The Flock touches.



Mario Lazo

Board Member
Co-Founder & Owner, Casa de Lazo, LLC

Mario is originally from Mexico but moved to the states for his brother, who had Leukemia and is now a cancer survivor. He met Jennifer in 2000 and they were married in 2006 welcoming two daughters after that, Eden and Monica.

Together, Jennifer and Mario left the security of their established careers to pursue their dreams. They created Casa de Lazo and began doing work they loved; staging, home renovation and real estate. The flexibility of owning their own business allowed them to spend more time together as a family.

In his 19 years with Jennifer, one thing was constant, her drive to help as many people as possible. So when cancer hit home it became apparent to both Mario and Jennifer that this was another opportunity to help others, emotionally and financially. This idea became Join the Flock.

Mario currently leads the efforts of Casa de Lazo and sits on the board of Join the Flock.



Jamie Simpson

Board Member,
Team Lead, Founder
Simpson Real Estate Group at Compass

Jamie leverages real estate success in the Atlanta area to support Join the Flock's financial initiatives. He is also the super-supportive husband of Co-Founder Keeli Simpson.

Like his wife, Jamie was touched by Jennifer Lazo's selfless cancer journey and honors her legacy through his work.

In 2017, Jamie met Jennifer at a closing for the first house she and her husband, Mario, bought, staged and flipped. Jamie was impressed with Jennifer's warmth, which included a gift of homemade BBQ sauce.

Soon after, Jamie invited Jennifer to join his real estate team. During their time together, Jamie and Jennifer proved to be a successful real estate duo until she passed in May 2019.

Jamie serves on the Join the Flock's board of directors.



Story Pitches

Story Pitches

Join the Flock

From a Successful Career in Corporate America to Launching a Non-profit: What Inspired Keeli Simpson to Search for Balance and Passion.

Simpson: "Jennifer made me think: 'If I was the one diagnosed with cancer today, would I continue working at Coke?'"

" 'No. Then, why am I waiting for that to happen to leave?' We are all going to die. That is the only definite, so don't wait for a diagnosis to change your life."

Co-founder Jennifer Lazo's Lasting Impact on Join The Flock.

Simpson: "I can honestly say if I was diagnosed with cancer, I'm not sure I would be thinking about how I could help OTHER people — like Jennifer did."

"How in the midst of her own battle — literally for her life — she was selfless enough to think about others, while balancing being a wife, mom, business owner etc.? To me, that shows Jennifer's heart. It's so inspirational because time would feel so precious, and yet you're still giving yourself up to other people."

Story Pitches

Join the Flock

Join The Flock Started with Jennifer's Dreams and Keeli's Know-how.

Simpson: "Jennifer told (my husband) Jamie on that initial call that she had a dream of turning real estate ("For Sale") signs pink and giving a percentage of closing to families impacted by cancer in lieu of a closing gift. I had experience creating marketing campaigns, so I wrote a creative brief for her dream... and we got to work on the charity.

"Once Jennifer joined our real estate team, we started having weekly Tuesday meetings. We were supposed to talk about real estate, but we ended up talking about everything under the sun. We bonded over our decisions to leave our previous careers to pursue balance and passion and spend more time with our families. We both had a deep desire to give back to people that needed it. We laughed, cried, and dreamed."

Why Moms Should Find Time For Themselves; and Not Feel Bad About It.

Simpson: "I always knew I wanted to be a mom — I cared for my Cabbage Patch dolls, stuffed animals, blankie, like they were real!

"I give so much to my kids... I now understand how important having time for myself is. It makes me a much better mom when I can have an hour workout by myself, first thing in the morning. Or, a solo run.

"I love my schedule of working 3 1/2 days a week. But sometimes it feels like I'm getting pulled in a million different directions because I'm not a full-time mom or a full-time working mom. But it's totally worth it to get to be part of both.

Story Pitches

Join the Flock

Jennifer Lazo's Blogs Chronicling Her Cancer Journey Showcase Her Faith.

Lazo: "I was just having a conversation with a friend, and we were talking about planning, and how so often we get wrapped up in our visions and expectations of events, days, trips, etc. When we do this to ourselves, not only do we stress, but we miss the little moments that really matter.

"Take a second when you hear that song to stop washing those dishes and dance. Sing at the top of your lungs. Put the phone down and look out the window. Engage your children in conversation in an accent, or Pig-Latin. Why not!?"

Lazo's blog: www.rockinbald.com

How a Husband Supports a CEO Wife.

Jamie Simpson, husband of Join The Flock CEO Keeli Simpson, helps her find balance and enjoy a career passion by co-parenting and sacrificing.

Story Pitches

Join the Flock

Keeli Simpson Has Learned to Enjoy Life Every Day — Because Tomorrow is Not Guaranteed. Here's How She Does It.

Simpson: "I really try to be a very happy person. Happiness to me looks like this:

- Get up early and complete a great workout.
- Enjoy a nice cup of coffee. My favorite time of the day!
- Complete a planning session with Jamie. I love being involved in the creative process.
- Family adventures.
- Get the kids to bed happy and tired... then veg out with Jamie and our dog (Jerry) with a glass of wine or chocolate chip cookie:)
- Listen to an inspiring podcast.
- Run with friends.
- Dance in the kitchen with the kids.
- Drink margaritas and eat chips, queso and guac, my other favorite trio in life other than my kids)
- Go to church and see how fired up the kids are after attending Sunday School.
- Complete daily gratitude before I go to bed, and note all of the things I have to be grateful for.
- Complete a nightly walk around our neighborhood loop with our kids after work, while they drive their John Deere tractors.
- Eat healthy food and watch my kids eat healthy foods! It's weird how rewarding this is.

Story Pitches

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Keeli Simpson Has Learned to Enjoy Life Every Day — Because Tomorrow is Not Guaranteed. Here's How She Does It.

Simpson: "I really try to be a very happy person. Happiness to me looks like this:

- Brunch with a mimosa.
- Do something nice for someone (I love to give surprises).
- Watch college football.
- I do not love shopping, but do love having a nice outfit that I don't have to think about and I feel good in.
- Organize events. Get people together.
- Create traditions. I love the holidays.
- Make people feel special on their birthdays.
- Make things better. A+ work.
- Take pictures (I just bought a nice camera).
- It sounds cheesy. But I really love watching when other people are happy. When they are in the zone, playing sports, excited about something, etc., it makes me VERY happy.
- Travel. Make memories.
- Talk to people that are different than me. I loved this most during my time at ad agencies.
- Set a goal and work to accomplish it.
- I love conferences where you are inspired by amazing speakers, stories, learning, etc...