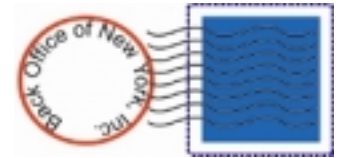


Back Office of New York, Inc.



An Affiliate of The Doe Fund, Inc.

Mail is our Business!



A FULL SERVICE MAILING COMPANY AND DATA CENTER

SERVICES INCLUDE:

- Full Service Letter Shop
 - Mailing List Procurement
 - Printing
 - List Preparation
 - Product and Literature Fulfillment
 - Warehousing
 - Desktop Design
 - Database Management
 - Internet Polling/Market Research
 - Data Entry
 - Direct Mail
-

Full Service Letter Shop

- Inkjet addressing
- Pressure sensitive labeling
- Hand and machine folding
- Collating and inserting
- Sealing/tapping
- Presort and CASS certification
- Personalized laser letters and envelopes
- Mailing list clean-up & maintenance
- Disk/tape/file conversions

Mailing List Procurement

Using the right mailing list can result in a highly profitable direct mail campaign. An unqualified mailing list can have disastrous results. We will help you determine your audience and select the appropriate list to reach your target customers. Use our resources to build your qualified lists for cost-effective and productive direct mailings.

Printing

We offer offset, inkjet or laser printing in B&W or four-color. We can print direct to your supplied letterhead, or print your message and your letterhead at the same time. We can add graphics and scan signatures or photos to your documents. In addition to printing the addresses and barcodes on the envelopes, we can ink-jet return addresses, graphics, text messages and indicia. We design and print B&W or color mailing pieces, letterhead, flyers, and other marketing/sales collateral.

List Preparation

We accept your data in almost any format. As part of our standard service, Back Office of New York (Back Office) presorts and updates your data using CASS-certified address-correction software. The combination of presorting and address correction ensures that you obtain the lowest possible postal rate. Without CASS certification, up to 20%-50% of your addresses may be undeliverable or incomplete. Our process gives you a clean list and reduces your mailing costs significantly. We also de-dup and merge multiple lists.

Product and Literature Fulfillment/Sales Support

The most important part of a direct mail campaign is to follow up on the leads you receive. We provide comprehensive turnkey and custom fulfillment services to follow up on each inquiry. Your leads will receive the appropriate literature and/or products to support your mailing programs. You will receive an electronic or hard copy list of your fulfilled leads for your personal follow-up calls and maintenance.

Warehousing

We will warehouse your stationery supplies, documents, literature, products, and other materials for fulfillment purposes and sales support service.

Desktop Design

We will work with you to develop your marketing ideas. Back Office has marketing expertise to help write your copy and a full suite of desktop publishing tools to

design your pieces. We will help you produce effective flyers, brochures, post cards, inserts, letters, newsletters, and other direct marketing material.

Database Management

Leads are generated through many different sources, from an individual handing you a business card to intricate identification of leads from your website. Back Office will enter your lead and sales data, centralize your data collection and then compile that information into a useful and profitable marketing tool. Based completely on your company's requirements we are able to compile specific databases and develop lead generation programs.

Internet Polling/Market Research

Need to keep track of competition or certain products? Back Office can help you find out what they are up to. Give us a list of the competitors to watch and we will provide a daily report of all mentions of the competitors or products that you are concerned with. We track press releases, newspaper articles and internet news and will email you a detailed summary of these mentions.

Data Entry

Thinking of doing a mailing but your data is not in electronic format? We know your time is valuable and you probably don't want to spend it typing names and addresses into a computer. Let Back Office do the work for you. Back Office has 33 fully-equipped computer stations to provide data entry services.

Direct Mail

We deliver superior-quality personalized direct mail. Simply send us your mailing piece and address list. Let us take it from there. We can even help you with the design. We will professionally print, collate, stuff, stamp, sort and deliver it to the post office. And we do it at the lowest cost available.

Back Office of New York, Inc.

Back Office of New York (Back Office) is a direct mail business run by The Doe Fund, Inc. Back Office provides training and work opportunities for formerly homeless and welfare dependent individuals participating in The Doe Fund's Ready, Willing & Able (RWA) program of workforce reentry. Some of Back Office's recent customers include:

- American Associates of the Royal Academy Trust
- American Museum of the Moving Image
- Canon USA, Inc.
- The Doe Fund, Inc.
- Figlia and Sons, Inc.
- Manhattan Chamber of Commerce
- The Museum of the City of New York
- Rebus Publishing
- The Rogosin Institute
- Toyota Motor North America, Inc.

The Doe Fund, Inc.

The Doe Fund is a New York based non-profit organization whose mission is to help formerly homeless and disadvantaged men and women achieve lives of independence and self-sufficiency.

The Doe Fund's signature program, RWA, provides these individuals with the job skills training, social support services and the paid employment experience necessary to secure and maintain private sector employment and self-supported housing.

In order to offer paid work, The Doe Fund operates business ventures, including a Community Improvement Project street cleaning service, Back Office of New York, and a housing refurbishment service for the NYC Department of Housing Preservation and Development. Work assignments allow trainees to regain "soft" employment skills they may have lost during years of drug abuse, welfare dependence, incarceration or homelessness, while giving them an opportunity to learn technical skills needed to compete in the mainstream workforce. In addition, RWA offers classroom-based education, computer classes, vocational training, case management, and job preparation. After ten months in the program, trainees are assisted by a Job Development team in finding outside jobs. To date RWA has graduated over 1,500 people into lives of self-sufficiency.

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