

---

## Member spotlight: ANTHONY COOPER



**Anthony Cooper**  
**Jimmie Hale Mission**

Anthony Cooper has been with the Jimmie Hale Mission since 2004 and currently serves as the Director of Development and Communications. The Downtown Jimmie Hale Mission, Inc. is a Christian-based, 501(c)(3) charitable organization, which helps hungry, hurting and homeless men, women and children get back on their feet and back to life. Anthony's passion from day one has been to *demolish stereotypes*, which have been placed on Birmingham's homeless, and to help *rebuild the lives* from behind the scenes.

Demolishing stereotypes is steadily being accomplished through media campaigns and events, which encourage the public to view the homeless as real people and identify with them. In order to help rebuild lives, donors and volunteers must first feel needed and appreciated then realize their altruistic contributions can empower the Mission to serve the needy on a daily basis. Due to collaborative efforts in developing and implementing public relations and marketing strategies, the Mission's budget was able to double over the last five years from \$3.9 to 7.9 million, which means more people can be helped.

Anthony is a loving husband and father. He graduated with a bachelor's degree in mass communication from the University of Alabama at Birmingham, where he was named "Public Relations Student of the Year." As well as studying for his APR, he is currently enrolled in Full Sail University to earn his master's degree, which specializes in innovative media. As an individual and as a team member, Anthony has received over 20 awards (including two internationally) for his work in fund development and integrated marketing communications. He advises, "The keys to success are to stay teachable, to welcome constructive criticism, to remember your audience, and to be passionate." As a PRSA member, Anthony enjoys learning from veteran practitioners and encouraging new professionals.

---