

Are you communicating your organization's
message effectively ?



As a photojournalist specializing in humanitarian aid organizations,
I create compelling images which bring global awareness to your
organization and spur benefactors into action.

Karl Grobl

Photojournalist

www.KarlGrobl.com

Your Mission

Compelling photographs in printed materials, on your website and in multimedia presentations are powerful tools to broadcast your organization's mission.



Your Identity

Photographs are tangible evidence that showcase the specific benefits which your programs provide. They not only help establish an important historical record of your activities, they also speak volumes about your identity.



Your Core Values

Strong, thought provoking images communicate your organization's uniqueness. They help to reveal and clearly portray your core values.



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I travel to your locations (with a deployment, to a relief effort in progress or to your staffed sites) to document every aspect of your operation from the "big picture", all the way down to the smallest detail. The resulting library of images is cataloged on CD Rom, indexed, and organized by location, country or region. This library of images then becomes an important resource from which you select images for use in a multitude of circumstances.



Annual Reports and Newsletters



High resolution digital images are provided, ready for use in your printed materials, to augment your monthly, weekly or quarterly newsletters, and to create dynamic impact in your annual reports.

Websites and Multi-media Presentations



Web-optimized images are also included, ready for use on your website, in electronic newsletters, PDF's, and other promotional materials.

You will easily locate just the right image to augment your multi-media presentations. Interactive CD's, videos and DVD's are just a few of the infinite possibilities.

Daily updates to your website from remote locations are also possible (dependent upon internet access).

The photos provide an archival, historical record of your organization's accomplishments and educate viewers about the issues, conditions and operations in remote parts of the world. The images can also be used to demonstrate to benefactors the impact their generous donations and financial support make.

Calendars, Flyers, Note Cards and Brochures

Choose thought provoking images from your library for use on postcards, greeting cards, brochures and other printed media. Powerful photographs make people stop, read, and reflect. Use them to keep your organization in the forefront of benefactors' minds and help solidify their ongoing commitment to you.



In addition to photographic services, I can assist you in the development of web strategies specifically designed for non-profit organizations, humanitarian missions, and philanthropic groups. I understand emerging digital technologies and interactive media, and can even create compelling multi-media DVD's for your organization. Karl Grobl Photography can help you tell "your story".

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"Karl Grobl has done outstanding work for us for a number of years. His images are compelling and often reach right into your soul. He has definitely helped us "sell" our mission through his photography to people who know nothing about multiple sclerosis and the devastating effects of the disease. The range of work and variety has been amazing and his passion for superb photography is always evident."

Allan Shaw, President/CEO National Multiple Sclerosis Society, San Diego Area Chapter



"The Angkor Hospital for Children, having been founded by a photographer, is probably one of the most photographed hospitals in Asia. Karl's photography stands alone in its ability to capture both the moment, and the emotion. His photos not only show you the people, but their hearts."

Jon F. Morgan, Executive Director, Angkor Hospital for Children Siem Reap, Kingdom of Cambodia



Karl Grobl's photos are masterpieces. He captures the personal drama of everyday life in a developing country without exploiting the individuals portrayed. As viewers, we are able to understand the triumph and despair of poverty and, at the same time, the dignity and sacredness of human life."

Nancy A. Kelly, MHS, Executive Director of Health Volunteers Overseas.

Partial client list:

Health Volunteers Overseas

Friends Without a Border

Angkor Hospital for Children

National Multiple Sclerosis Society

AIDS Kenya IU Moi Partnership

InterAction



UNFPA
(United Nations Population Fund)

SID (Society for International Development)

OPAM
(Opera Di Promozione Dell Alfabetizzazione Nel Mondo)

Vietcot
(Vietnamese Training Center for Orthopaedic Technologists)



"Several years ago I made a decision to leave my career in medical sales management in order to pursue a dream...I have never looked back"

Like the organizations he represents, Karl Grobl is on a mission to make a difference in this world. He focuses his camera, his photojournalistic abilities, and his unbridled passion on the task of creating photographs that will change lives. Karl's subjects are the humanitarian organizations and the people they serve all over the world. From Guatemala to Uganda, from Haiti to Cambodia and everywhere in between, his keen eye captures the essence of human need as well as the compassion and appreciation of those who deliver and receive help.

After relinquishing 15 successful years in the healthcare industry, Grobl began a career in photojournalism documenting the work of humanitarian organizations in the developing world. His most recent international assignment was a year long documentary for Health Volunteers Overseas, a Washington, DC based healthcare provider with facilities in over 25 countries. The body of work he created will form the basis of the organization's visual promotions, education, information and historical records.

Karl takes the time to understand an organization's key issues, then delves into the stories behind the individuals working toward positive change. He interacts with the staff and recipients, building a rapport that allows him to capture intimate images which reveal the heart of the organization. With a keen awareness and reverence for human dignity, he creates photographs that not only educate and motivate but also stir a viewer's deep emotion. Let Karl Grobl create stunning images to tell your story.

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