



CLIENT IMPACT



THE NEED

Bethany Legacy Foundation, as a newly established organization, sought assistance in crafting a distinct brand identity and increasing awareness within the community and nonprofit sectors to build a healthier and sustainable county.

OUR ROLE AS A GUIDE

After conducting months of market research and community polls, we crafted a brand that communicates the foundation's compassionate creator brand archetype. Our ongoing communications with both the community and nonprofits focus on addressing physical and mental needs. A streamlined grant process has been implemented to ensure efficient support for the most impactful grantees, maximizing the foundation's sustainable influence.

RESULTS

Bethany Legacy Foundation was able to provide

> \$4M IN GRANTS

to nonprofits and entities in Jefferson County, Indiana to improve lives across four pillars of need: **strong youth, empowered adults, stable seniors**, and a **thriving workforce**.

