

Positioning for a new non-profit

Vision: To inspire hope and let people know that they are not alone throughout the world by celebrating individuals, families or groups – one success at a time.

Brand Imperatives:

- ✓ Continuously support and show compassion towards pockets of community that need emotional reinforcement
- ✓ Acknowledge accomplishments that are meaningful to those we support
- ✓ Empower others
- ✓ Give hope

Personality: Outgoing, goal-oriented, supportive, socially-engaged, community-minded

Values: Hard working, dedicated, generous, optimistic, realistic, encouraging

Core Statement:
Promoting empathy through human connection and celebration

Communities Touched: single parents, separated/divorced individuals, seniors

Services: Support groups, mentors, “supplies”