



EVEN NONPROFITS MUST COMPETE

CHALLENGE

The number of nonprofit organizations has skyrocketed over the past twenty years (more than 1.5 million are currently registered with the IRS). While this signifies more help is being delivered to people and causes that need it, it also increases competition for donations and funding between these groups. Captain Hope's Kids, founded in 1989, meets the needs of homeless children across North Texas. The challenge was updating their digital presence to attract new individual and corporate donors in an increasingly competitive nonprofit market.

INSIGHT

Starting with a strategic brand assessment, we learned the organization's mission was clear to the general public but the actual name was especially vague. *"Who's Captain Hope?"* was a frequently asked question and one that needed to be addressed from a brand perspective. Knowing most donors (78%) give to more than one charity and nearly half (47%) give a majority of their annual total donation amount to the charity they feel most connected with, it was vital we develop a new, more modern brand approach that truly connected with today's donor.

SOLUTION

Given permission to explore alternative organizational names, we knew the right name would capture both the essence of the nonprofit's mission as well as the donor's imagination. It needed to be meaningful, relevant and distinctive. "Hope Supply Co." delivered on all three in a way that was modern, urban and appealing. A new logo centered around an iconic teddy bear (illustrating how the organization revolves around children) and a new web site design (with hard-hitting imagery) gave the initiative a renewed sense of purpose.

RESULTS

Helped secure
\$600,000
in funding from
the Dallas Crystal
Charity Ball



STORY

OUR ORGANIZATION
We were founded in 1989 as The Hope Foundation for the Homeless. In 1994 we became Captain Hope's Kids. Today we are Hope Supply Co. Children are the fastest growing segment of the homeless community, and every day babies are born into homelessness. We dedicate all of our time, resources and attention to meeting the needs of homeless children in North Texas.

OUR MISSION
We meet the critical needs of homeless children across North Texas by providing necessities including: diapers, clothing, school supplies, toys and programs to enhance their lives.

GIVING HOPE
We provide homeless children ages 0-18 with the essentials their parents are unable to provide. We donate, reuse, recycle, borrow, buy, donate and buy. Without these necessities, many children's futures could be greatly damaged, leading to future health problems. Education breaks the cycle of homelessness, we provide school supplies, uniforms and address my needs. The way children and parents can focus on the future, rather than their current needs.

RECREATIONAL ACTIVITIES
We make it possible for our children to participate in activities outside their current situation. Our Spring Break, County Camp, Summer Splash for Hope at Houston Park, Back to School Event and Holiday Party give our children a chance to have fun and learn about the world around them.

THE HOPE BOX
Joy is our mission. Our generous community helps us provide Birthday Boxes with toys, crafts and activities for children experiencing a birthday and Program Boxes to children on their periodic birthday celebrations well provided. Please call our office for exact Hope Box specifications.

HOPE BRINGERS
We are the only not-for-profit that dedicates all of our efforts to helping homeless children, so a donation to Hope Supply Co. means a donation to children all over North Texas. Below is a list of organizations that help us give every child the chance they deserve:

- Aids Services of Dallas
- Allegiance Life Shelter
- Brighter Tomorrows (H)
- Boys' Home
- City House
- Community Community Services
- Dallas Life Foundation
- D.I.B. (Domestic Violence Program)
- Easton Ministries
- Family Gateway
- Family Promise of Irving
- Genesis Women's Shelter
- Grand Prairie United Charities
- HOPE'S - National
- Homeless Coalition of Dallas
- Hope's Door, Inc.
- Hopeful Initiatives
- Housing Crisis Center
- Interfaith Housing Coalition
- Jackson County Family Crisis Center
- Jewell's Place (Kiddie)
- Lighthouse
- Mission Arlington/Metropolis
- Mount Family Services (H)
- New Beginnings Center
- Northwest Community Center
- Operation Community Care
- Presbyterian Hope Shelter
- Promise House (Wesley Int)
- Rainbow Drop
- Reconciliation Outreach
- Religious Services of Area (H)
- Safe Haven - Arlington
- Salvation Army - Arlington
- Salvation Army Dallas
- Salvation Army Fort Worth
- Shaded Housing
- Southside
- STAR (S.A.P.) Program
- Tarrant County Community Development
- Texas Muslim Welfare Foundation
- The Family Place (H)
- The Haven Place
- Under 7 Roof
- Union Street Housing
- Union Street Housing

ADAM'S STORY

The policeman who took me dropped me off at a place called a shelter. My Mom says it's temporary. I hope that word does not mean a very long time. When my Dad told me that I was homeless and I didn't know how to be a long time. My Dad gave me an army cool box to try I had to leave it in my room in our old house. I'm in my room. I had my stuff in there. Like my school uniform and backpack with pencils and paper and colors. Maybe I would have to go to school tomorrow. Leave the shelter and go to my school. **Adam**, I don't have my school uniform.

My room ones when I talk about my uniform. I don't like to see my room. My beds parents say. He never says they work 'ry day much I like could get diapers for them. They are babies. I'm not going to cry. Well, not when my mom's around. I'm better off.

The teacher is good. It has a bathroom and books to read. They say we might get a room to live in for a long time. I don't want to stay a long time but I don't like the work. I have lots of pencils and books. My mother, my two sisters, and the only have two small beds to sleep in. And the men outside are looking for me. But my mom says she can wait and see.

Today a man came in a van that said "Captain Hope's Kids". He gave me a coat, school uniform and a backpack that will all be things I need for school. He gave me a diaper and formula for my baby sister. I like Captain Hope. I don't want my mom's uniform to school.

Help bring hope to kids like Adam.

SUPPLY THE HOPE

- DONATE MONEY
- DONATE SUPPLIES
- DONATE SPONSORSHIP
- DONATE TIME
- MERCH

SPONSORS

Javelin, BIRDS, SOLSAVIVE, ORA, Stream, SAMSUNG, P&G, BIRDBANDS