



**TO LIVE BETTER,
WE MUST LIVE UNITED.**

Case Study: First Coast Relief Fund

From Awareness to Understanding

BECAUSE CHANGE DOESN'T HAPPEN ALONE.

United Way
of Northeast Florida



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About the Relief Fund

- **Established in October 2016 in response to Hurricane Matthew**
- **Partnership between five leading philanthropic organizations in the Jacksonville area:**
 - The Community Foundation for Northeast Florida
 - Jessie Ball duPont Fund
 - Jewish Federation & Foundation of Northeast Florida
 - United Way of Northeast Florida
 - United Way of St. Johns County
- **Dedicated to helping Northeast Florida residents in times of crisis by providing critical support to nonprofits when their resources and capacity are strained.**

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History

- **Hurricane Matthew | October 2016**
 - \$491,216 allocated to 16 area agencies
 - 10,000 households/individuals assisted
- **Hurricane Irma | September 2017**
 - \$3.56 million allocated to 33 area agencies
 - 252,329 households assisted
- **COVID-19 Pandemic | March to November 2020**
 - \$5.4 million allocated to 112 area agencies
 - 408,477 individuals and 88,441 households assisted

Our Roles

Fiscal Agent

Grantor

Fundraiser

Marketing and Communications

Public relations

Donor outreach

Web infrastructure

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Initial Experiences

- Gifts collected online through United Way's website
- Agency applications through United Way's website
- Grant notifications and agreements issued from United Way
- Press releases issued by United Way from United Way email account
- Descriptive, not-consistent graphics used
- "Florida's First Coast Relief Fund"

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Graphics examples



Florida's First Coast
Relief Fund

DONATE NOW

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Challenges

- Awareness grew but so did confusion around who was leading the effort
- Companies/donors deciding to give to the Relief Fund as their United Way gift
- United Way inaccurately given most of the credit in the press
- Clunky web experience for grant applicants and donors
- No market brand presence outside of the name

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Solution

Create a separate brand with the same players still behind the scenes:

- Logo
- Brand guidelines
- Standalone website and URL
- Letterhead
- E-newsletter template
- Email accounts
- Email signature
- Simplified name
- Etc.



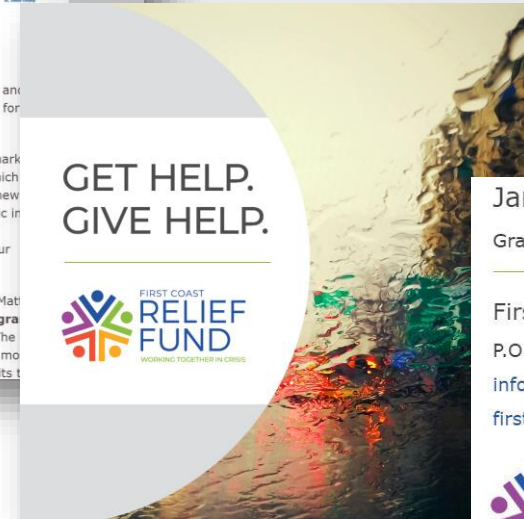
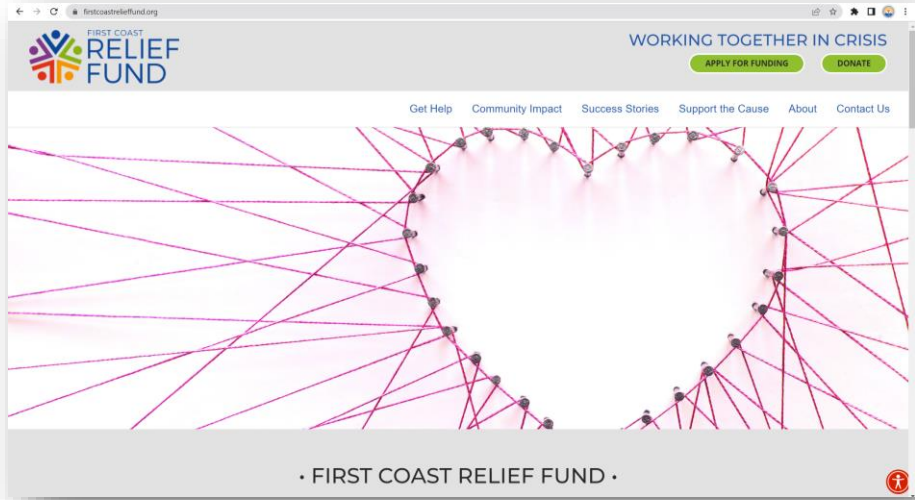
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Today



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How It Helped

- Donor messaging/understanding
- Streamlined agency applications
- Simplified giving to the fund
- Press coverage accuracy
- Brand presence
- **Increased community understanding overall**



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Thank you. Questions?

Or email me instead: sarahh@wnefl.org