



# Case Study: VCU OnCampus

**Client: Riverside School**

Team Leader: Elaine Williams

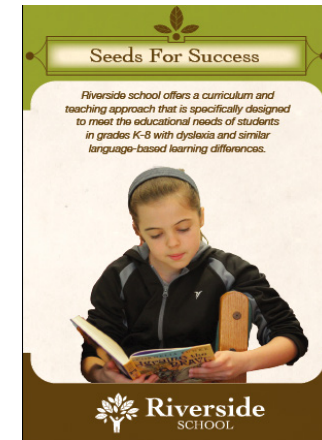
Team Members: Kelsey Grupp, Melissa Richardson  
Gina Pido, Christine Jean-Louis

## The Challenge

Riverside is a school focused on children suffering from Dyslexia and other language-based learning disabilities. It is the only school in the area certified to teach with the Orton Gillingham approach, the most highly effective method of teaching dyslexic children. Riverside's approach has proven successful, but because of emerging competition from other schools, they are losing dominant in this space. It was just a few years ago that Riverside had a long waiting list of potential students. Today they are losing students to competition.

## The Fix

My team and I rebranded Riverside's marketing and advertising materials. By creating a meaningful design concept and sharing the beautiful story of this school, we were able to bring a fresh and nurturing feel to their brand. We aimed to show the target audience what it is that makes Riverside so different and so special.



### Riverside Today

Riverside provides an environment with highly committed, experienced, and creative faculty who have access to the latest research, best practices, neurological resources, and experts in their field. Many students come to Riverside School having been trained in traditional academic settings, but we understand that our students have the potential to succeed. Given the right learning environment and our commitment to match your child's learning style to corresponding teaching strategy, Riverside School will prepare your child for optimal learning in and out of the classroom.

"My son struggled with reading and even that he has been at Riverside, he reads with total comprehension and enthusiasm. And most importantly, he gained the confidence that he needs for the rest of his life."  
- Riverside Alumni Parent

### Apply Now

Visit our website, [www.riversideschool.org](http://www.riversideschool.org), to download and submit an application. Prior to admission, candidates will be asked to visit the school and provide educational testing and evaluation. We also offer virtual tours to interested families.

Riverside School is a private, non-profit corporation that admits students of any race, color, creed, or national or ethnic origin.

### At a Glance

Head of School: Julie D. Wingfield  
Type of School: Learning Differences, Dyslexia

Year Established: 1974

Grades: K-8

Enrollment Capacity: 75 students

Faculty/Staff: 41

Student-Teacher Ratio: 1:1-10:1 Classroom

Financial Information: Tuition information online. Financial aid and adjusted payment plans available.

Accreditation: Virginia Association of Independent Special Education Facilities, Assembly of Orton-Gillingham Practitioners and Educators

Facilities: These academic buildings, including a library, gymnasium, expressive arts studio, one-on-one language kindergarten rooms, and an open courtyard and commons area. All classrooms are equipped with Smartboards, laptops, and iPads and iPod Touches are also available.

2110 MaRae School  
Richmond, VA 23236  
(804)-320-5466  
[riversideschool.org](http://riversideschool.org)



**Riverside**  
SCHOOL

Stronger roots. Brighter futures.

### Steps to the growth of a successful child:

1. Plant your child in a class of about 10.
2. Create a comfortable and nurturing environment.
3. Form individualized curriculums catered to your child's specific needs.
4. Give one-on-one instruction 4 out of 5 days of the week.
5. Provide an emphasis on movement, to prepare a child's brain for optimal learning.
6. Watch your child grow!

To apply, visit us online at [www.riversideschool.org](http://www.riversideschool.org)





# Case Study: VCU OnCampus

## Client: Nonprofit Learning Point

Team Leader: Elliot Roth

Team Members: Ashley Jenkins, Azam Malik, Thomas McPhail

Michael Pasco, Anna Shcherbakova

### The Challenge

Nonprofit Learning Point (NLP) has numerous professionally-led, high-quality courses but have difficulty filling classes to capacity. They share funding with Partners for Nonprofit Excellence and a location in The Bolders. NLP would like to differentiate itself from other nonprofit education sources and make itself an essential part of the Richmond nonprofit community. They have a high return rate of students but struggle to acquire new interest. NLP needs to communicate its worth as a catalytic institution to nonprofit organizations and funding sources.

### The Fix

We realized word of mouth would have the strongest pull, so we enabled current students as brand ambassadors by providing them with a NLP folder that had a brochure, mission statement page, and business cards in it to distribute at their current nonprofit.

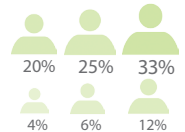


# COMELEARN.GODO.



## MISSION

Our mission at Nonprofit Learning Point is to provide high quality, affordable professional and leadership development for the nonprofit community of the greater Richmond region.



## PURPOSE

We believe that there is no shortage of diverse talent in the nonprofit sector and that all levels of staff, volunteers, and board members, deserve to continuously grow and transform through meaningful learning opportunities.



## HOW WE HELP

We are a professional development program that guides nonprofit staff, board members and volunteers, to build expertise to accelerate nonprofit growth. We offer over 80 classes a year in all aspects of nonprofit management and leadership, annual conferences on national trends in the nonprofit community, an immersive Emerging Nonprofit Leaders Program, and individual executive coaching.

I encouraged two staff members to take Nonprofit Learning Point classes. They came away with a greater understanding of how grant writing and media marketing can impact fundraising and awareness. Everyone benefits from NLP! //



## WHY WE CARE

We care about those who care about the world. That is why we have been and continue to be one of the only resources of our kind. We work with you to reach your potential, because we truly believe that nonprofits positively impact their communities.

-Anne McNeal



## CONNECTWITHUS

nonprofitlearningpoint.org  
nonprofit@vcu.edu  
804.592.2600

7501 Boulders View Dr. (Suite 101) Richmond, VA 23225



# Case Study: VCU OnCampus

Client: Resources for Independent Living, Inc.

Team Leader: Sam Friedman

Team Members: Bryan Daultan, Ashley Gladner,  
Rebecca Henry, Kelsey Cowan, Paislee Winkler

## The Challenge

Resources For Independent Living, Inc. has a strong voice in the community that they serve, but have a difficult time being heard outside of that community. While they have been in business for thirty years, they go largely under-the-radar. In addition, fundraising is only 1% of their operations budget, and they have had little strategic plans and resources for development. Our goal was to strengthen the power and reach of their brand, and build a foundation for development and fundraising.

## The Fix

We began with revamping their logo to be more attractive and professional. Then we designed a completely new business card along with a slogan for the organization. An important element to our work was to create a strong leave-behind that would influence potential donors and business partners to support Resources For Independent Living. Our next work was created an 8.5x11 front-and-band one sheet: one directed towards businesses and one towards donors. Lastly, we created a marketing implementation plan to best use the deliverables.

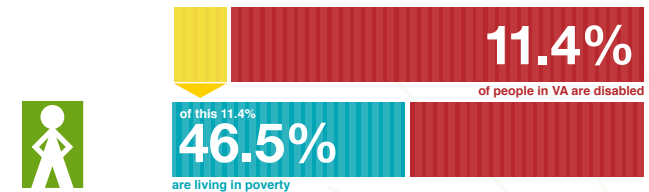


## Accessibility is only the beginning...



...but we go much further. For over 30 years, Resources for Independent Living, Inc. has been supporting the lives of those with disabilities. We remain the premier community resource for independent living within the Central Virginia region. The people we serve are proud of their independence, and we are honored to empower them.

"Resources For Independent Living has been assisting me to live my life the way that I want since I was in high school. They helped me to obtain my driver's license, attend and graduate college, and find employment. Due to financial constraints, I was temporarily homeless. RIL's staff helped me find a Section 8 Housing Choice Voucher. Without their help, I wouldn't be where I am today." -T.R.





# Case Study: VCU OnCampus

Client: First Things First of Greater Richmond

Team Leader: Lucas Vangeison

Team Members: Erin Ertel, Edwin Rodriguez

Joseph Vargo, Arshan Yazdanshenas

## The Challenge

First Things First lacked enrollment in some of its classes and lasked a diverse demographic. First Things First also struggled to find enough colunteer facilitations to provide instruction for the classes.

## The Fix

We created a visually stimulating work with attractive colors and clean design to attract readers to gain interest in what First Things First offers. We also designed a map that allows readers to find the best class for them by using a unique mobilization technique.



### Our History

First Things First of Greater Richmond is modeled after a similar partnership forged in Chattanooga, Tennessee. In 2004, in an effort to reach the broader community, a local institution voted to create their own community affiliate of the Tennessee group. Since our inception, First Things First has recognized that the strength of our community and the future of our city lie in the health of our families.

### Contact Us

First Things First of Greater Richmond  
2101 Maywell St.  
Richmond, VA 23226-1633  
Phone: (804) 288-3431  
Twitter: @1stThings1stVA  
Facebook: www.facebook.com/1stThings1stRIC  
Email: info@1stThings1stRichmond.org  
Website: www.FirstThings1stRichmond.org



### Our Mission

To develop healthy relationship education that promotes our three goals:

1. Encourage both mothers and fathers to be active in the lives of their children.
2. Advocate for strong, healthy, lifelong marriages.
3. Work to prevent out-of-wedlock and teen pregnancies.

### What We are About

Everyone has his or her own unique role on parenting, marriage, and communication. At First Things First, we aim to provide an opportunity to improve relationships. We want to strengthen the community from its core by educating families, youth, couples, and parents with classes focused on problem solving and skills development. Whether your relationships are already strong or in need of repair, all relationships are a work in progress.



### Why it Matters

First Things First strives to tackle societal issues like poverty, abuse, and crime through healthy relationship education because we believe that the root of many problems in the community stem from difficulties at home. Our mission starts with your immediate relationship and expands to the sphere where you live, where you worship, in the workplace, and where your children go to school.



### Strengthening families for a better community






STRENGTHENING MARRIAGES AND FAMILIES FOR A BETTER COMMUNITY

## It Takes Two

Strengthen Your Relationship

A workshop for couples: learn to develop and maintain a healthy, valued relationship.

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### Why It Matters

Accepting your responsibility as a partner is the first step towards a successful relationship because no one is a perfect partner; all relationships are a work in progress.  
Talking with your partner is important in strengthening a lasting bond.  
Proper communication helps to build a foundation for a strong family and healthy relationships enable individuals and families to function supportively.

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#### Learn To

- Love more; get angry less
- Communicate and listen
- Build long-term commitment.
- Have more sex

#### How We Do It

- Practice new skills with your partner.
- Straightforward, entertaining, interactive, and informative sessions.
- Learn proven and practical skills for healthy relationships.

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### Schedule & Registration

Dates and locations vary. Visit our website or calls us for more details:  
www.FirstThings1stRichmond.org  
@1stThings1stVA  
www.facebook.com/1stThings1stRIC

2103MAYWELL ST. RICHMOND, VA 23226 • 804.288.3431 • INFO@FIRSTTHINGS1STRICHMOND.ORG

What could you do in 24 hours?

Discover your potential, visit [www.createathon.org](http://www.createathon.org)



# Case Study: VCU OnCampus

## Client: Fan Free Clinic

Team Leader: Keeley Laures

Team Members: Gregory Donnelly, Will Luck,  
Natasha Duval, Chris Dixon

### The Challenge

Fan Free Clinic had various pieces of print collateral, but the pieces weren't targeted to a specific audience. Through research, it was made evident that a lot of the donations that Fan Free Clinic obtained were that good In-Kind gifts and foundation based gifts, however there was a lack of donations from individual donors. The challenge was to create print collateral that would assist with gaining the attention of individuals who hadn't already been donating to Fan Free Clinic thus increasing the amount of individual donations to the clinic.

### The Fix

The team concluded that in order to gain the attention of potential individual donors, we had to give them a message that would speak to the potential donor. We created a near-true story about the clientele of Fan Free Clinic – that being that anyone going to the clinic could be someone they might know in need of assistance but lacking in health insurance. Associated with the story, we created a brochure that looked like that of a first aid kit.

Bill's a Richmond native living on the Northside for the past 10 years. Bill hasn't been well for some time now and has been unable to work. His Wife, Beth, is still working at a local grocery store but has to pull weekend shifts at the coffee shop to make ends meet. Their son is working nights and weekends and saving up for college. Between jobs, Bill isn't insured, so he has no access to healthcare and no way to get back on his feet unless he goes to Fan Free Clinic. There, he can be given primary medical care or be referred to specialists who can help him get well. With the donations from neighbors like you, FCC can continue to provide resources for people who live right around the corner, people who live in your neighborhood.



What could you do in 24 hours?

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# Case Study: VCU OnCampus

**Client: The Church Hill Association**

Team Leader: Taylor Smith

Team Members: Cassandra Collins, Gabrielle Perretta

Nikole Gottwals, Kathleen Flick,

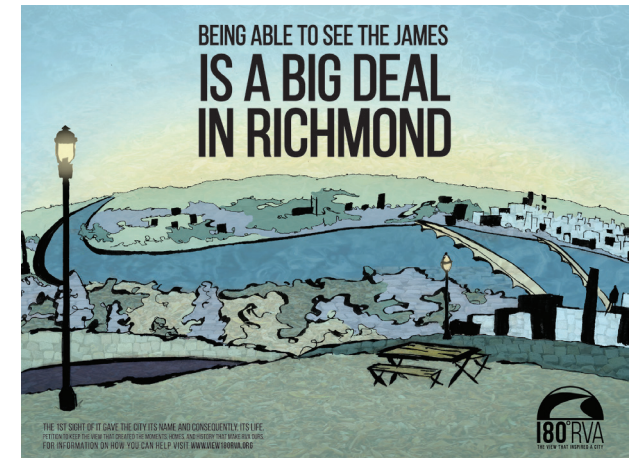
Pamela Gomez, Elise Ridley

## The Challenge

In historic Church Hill, there is a view from Libby Hill Park that looks over the James River. When settlers first came to the area, they stopped here and noticed how similar it was to the view from Richmond on the Thames in England, and so they decided to settle there. Currently, developers want to build high-rise apartments that would block the view for the general public, and ruin a view that has been preserved for hundreds of years.

## The Fix

My team created an initiative named 180RVA to raise awareness and unite efforts to save this view. Along with the name, we created a logo, mission, PR campaign outlines for social media, and drafted a microsite to serve as a central hub for all information.



What could you do in 24 hours?

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# Case Study: VCU OnCampus

## Client: Sailing 4 All

Team Leader: Laura Lee Boykin

Team Members: Caty Black, Richard Panes  
Alex Vandervall, Zong Zheng

### The Challenge

The main problem, due to Sailing 4 All being such a young and small organization, was that there was no image for the organization name. There was no logo or tag line or any kind of branding standards. This caused Sailing 4 All to have very little, to no, public awareness. There was also the issue of a name that did not match their organization or it's activities. Sailing 4 All does not actually sail on the ocean or even use a sailboat which confused many people not familiar with the organization.

### The Fix

We helped Sailing 4 All by first creating a name that would better represent the organization and encompass all the emotions and activities that Sailing 4 All inspires. We decided on an empowering and adventurous name, "EmbarkVA". From there we created a logo identity that still represents all of the nautical elements of Sailing 4 All, but without emphasizing sailboats. With this new logo and new name we created new business cards, a take-away postcard to give out, new, professional letterhead, a banner to display on the boat and take to trade shows, and finally a brand guide to make their new image concrete and consistent.

