



The Children's Hunger Project and Powerhouse: United to Ensure No Child Goes Hungry

The Children's Hunger Project (TCHP) began in 2010 after co-founder Bob Barnes saw an interview on TV about hungry children in America. This interview inspired him and the other three co-founders to find a way to help every hungry child in Brevard County, Florida, where TCHP is headquartered, to have sufficient food to succeed and thrive. Since opening in 2010, TCHP has continuously helped feed hungry children—without missing even one day of service.



Challenge

TCHP relies heavily on a volunteer system, with only four paid employees. While this structure keeps overhead costs down and allows more funds to be put toward TCHP's primary goal, it limits the staff's ability to dedicate time to growing community awareness about their endeavor. TCHP needed a way to gain more exposure in the Brevard County community, knowing that the more people learned about the mission, the more that volunteering and funding would happen organically.

Solution

Powerhouse Planning (Powerhouse) began supporting TCHP in September 2019 as part of its Share the Goodness program. By using Share the Goodness funds, Powerhouse paid its freelance team to develop TCHP brand standards, Day of Giving campaign

Case Study



Business Name: The Children's Hunger Project (TCHP)

Website: thechildrenshungerproject.org

Industry or Business Type: Nonprofit

Powerhouse Services:

Primary Services: Marketing Consultancy/Project Management, Graphic Design, Social Media Support

Secondary Services: Quality Assurance, Grant Writing Research, Administrative Support

Benefits: Services enhanced the efforts of a small, dedicated TCHP team to gain exposure in their community, thereby bringing greater awareness and increasing the number of donors and volunteers needed to help as many children as possible.



Powerhouse



Results

Powerhouse provided over 400 hours of professional, supportive services to TCHP in a 15-month period as well as many in-kind contributions and services through Powerhouse's charitable giving program, [Share the Goodness](#). In those 15 months, Powerhouse provided TCHP with the following services:

- Developed brand standards
- Crafted Day of Giving campaigns and the extremely successful "Virtual High Five" social media campaign
- Created and implemented the popular "Match-It Monday" campaign
- Designed materials for additional programs, including the Adopt-a-School Program
- Raised more than \$20K through social media campaigns
- Produced videos for online distribution to assist in fundraising efforts during COVID-19
- Composed resolution passed by Board of County Commissioners declaring December 10th "The Children's Hunger Project Day"

plan, social media support, and an Ambassador Program package.

That first campaign raised \$3,270, which supported food for over 20 children for a full year. In March 2020, Powerhouse worked with TCHP to develop an Adopt-a-School Program and a successful "Virtual High Five" social media campaign. The latter was in direct response to the increased need for feeding hungry children brought on by the COVID-19 pandemic.

From mid-July to the end of 2020, Powerhouse continued to partner with TCHP, moving from mostly pro bono support by Powerhouse to a combination pro bono/retainer hours package to support TCHP's ongoing marketing and other support service needs. This support enabled TCHP organization to thrive throughout internal changes in staff and leadership while still effectively fundraising and achieving the mission to help Brevard County's hungry children.

As a result, TCHP has not only increased awareness for its mission in Brevard County but has also been able to focus its efforts on maintaining and expanding relationships with powerful partners, such as United Way and the Brevard County School District. Today, TCHP is a leading provider of food for thousands of Brevard County children, ensuring that even during a global pandemic, needy children will not go hungry.



"We are a nonprofit with limited resources and staff. The Powerhouse team is sensitive to how busy everyone is, and they are there in a heartbeat for us when needed. The Powerhouse team is second to none. They are always positive, upbeat, and willing to help. In addition, the entire team is organized, timely, and super supportive of our cause, not to mention caring and creative. We would positively use Powerhouse for future needs."

- Cheryl Cominsky, Executive Director, The Children's Hunger Project

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a "team within your team," supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse helps our clients realize their mission worldwide.

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