



## Camp Cranium and Powerhouse Planning: Attaining Next-Level Success with the Remote Team Solution

Camp Cranium was started by pediatric nurse Lexi Campbell in 2008. As a music therapist working in the pediatric brain rehab center of Children's Hospital of Philadelphia (CHOP), Lexi came to realize that children ages 6-18 needed a place where they could go to continue their rehabilitation journeys and safely be kids. In addition to an annual summer camp held in Millville, Pennsylvania, which provides campers with a 1:1 camper-to-staff ratio, Camp Cranium provides events year-round to support campers and their families.



### Challenge

The client initially reached out to Powerhouse Planning looking for grant-writing services with a stated goal of raising funds for their summer camp experience for children with brain injuries. It quickly became apparent that Powerhouse Planning could offer so much more than just grant-writing services with its total remote team solution. Over the course of almost a year and a half, Powerhouse Planning provided overall nonprofit support to Camp Cranium.

### Solution

From March 2022 to August 2023, Powerhouse Planning has provided overall nonprofit support to Camp Cranium. While initially focused on grant-writing services, the partnership grew to encompass marketing campaigns, marketing collateral, fundraising support, and an annual report. The Powerhouse Planning remote team solution stepped in to provide overall support to a nonprofit organization looking to improve its funding resources and ability to succeed in its mission.

## Case Study



**Business Name:** Camp Cranium

**Website:** [campcranium.org](http://campcranium.org)

**Industry or Business Type:** Nonprofit

**Powerhouse Services:**

- Project Management
- Technical Writing
- Grant Writing
- Graphic Design
- Quality Assurance

**Benefits:** Through Powerhouse's remote team solution, Camp Cranium received an array of nonprofit support services, including grant writing and content creation, allowing them to focus on their mission of empowering children with brain injuries in a safe, supportive, fun environment.



# Powerhouse

## Results

The Powerhouse/Camp Cranium partnership highlights the benefits of a total remote team solution for nonprofit support. While meeting the client's initially stated need, Powerhouse was able to identify and work with the client to provide additional services for a fraction of the cost of hiring these services out piecemeal. Besides growing their ability to seek and submit grant applications, Powerhouse Planning has increased the client's ability to organize and carry out targeted marketing campaigns.



Over the course of the partnership, Powerhouse Planning has

- Brought in over \$26,000 in funding from grant submissions
- Submitted or planned over \$83,775 in grant applications for 2023
- Crafted a Giving Tuesday campaign, raising over \$5,000

- Developed a ski trip fundraising campaign, raising almost 110% of the campaign goal funds
- Composed and designed an [annual report](#)
- Built grant library
- Created board commitment form
- Crafted over 36 marketing and fundraising materials (donation form, postcards, influencer toolkit, one-pagers, PowerPoint template, social media ads)
- Developed a donor nurture plan
- Created a fundraising packet

When nonprofit organizations utilize Powerhouse Planning's total remote team solution, they can count on a truly point-of-need solution for a fraction of the cost of hiring individual outside help. Powerhouse Planning specializes in pivoting and flexing to meet clients with whatever they need, from their initial stated requirements to anything that comes up along the way. This is why nonprofit organizations that partner with Powerhouse Planning consistently achieve the next level of their respective organizational goals, sometimes in a fraction of the time they have planned.

*"Powerhouse has made a huge impact on our organization, and I'm so grateful for all the hard work and heart they put into our grant writing. Powerhouse has gone above and beyond and are helping us to achieve the next level of our organization. We appreciate all that they do so much!"*

*– Lexi Campbell, Executive Director and Founder, Camp Cranium*



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 provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

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