



Case Study



Launch Learning and Powerhouse Planning: Giving Wings to Families

In 2020, Launch Learning transitioned from a legacy program of the EFSC Lab School to a nonprofit preschool based in Brevard County, Florida. Launch Learning “fosters a love of learning through a balanced approach of purposeful play and guided education” based on their four core pillars: Connect, Educate, Model, Contribute. Unique among preschools, Launch Learning seeks to educate both parents and children with a goal of creating lifelong learners dedicated to being constructive members of their chosen communities. Due to the COVID-19 pandemic, Launch Learning’s first students began their joyful learning journey to academic success in early 2023.

Business Name: Launch Learning Preschool

Website: 321LAUNCH.org

Industry or Business Type: Early Childhood Education; Nonprofit

Powerhouse Services:

- Thought Partnership
- Grant Writing
- Graphic Design
- Quality Assurance
- Event Planning and Facilitation

Benefits: By utilizing the Powerhouse Planning total remote team solution, the client was able to focus on transitioning their school from a legacy program of a local college to a nonprofit preschool dedicated to carrying on the important work of educating the youngest members of their community along with their parents.



Challenge

As the client transitioned from a sponsored program of their local college to a nonprofit organization, they needed grant-writing support to ensure the ongoing success of their early childhood education school. Although the executive director and her team are experienced educators, none had the necessary expertise in finding, crafting, and submitting grant proposals. By teaming with Powerhouse Planning’s total remote team solution, Launch Learning leadership could focus on preparing to open their doors to students and families.



Powerhouse

Solution

Powerhouse Planning has worked with Launch Learning since April 2022, initially to provide the requisite grant-writing assistance. As the partnership progressed, Powerhouse Planning identified additional ways to support the client in reaching their stated goals and expanded services to include the creation of marketing collateral and brand standards, nonprofit support, and event facilitation in support of their grand opening.

Results

The Powerhouse/Launch Learning partnership highlights the benefits of a total remote team solution. While meeting the client's initially stated need, Powerhouse was able to identify and work with the client to provide services they did not even realize they needed, especially as they approached their grand opening. Powerhouse Planning's event facilitation service allowed the client to focus on networking and outreach ahead of and during their grand opening event, ensuring the client had a solid footing in the local community moving forward.

The partnership has produced a solid foundation upon which the nonprofit client could work to build a preschool worthy of its historic legacy. Since partnering with Launch Learning, Powerhouse Planning has

- Identified, and is currently working, grant applications totaling \$296,550 in potential funding
- Built a grant library
- Crafted and designed an annual report
- Assisted in planning and executing a [grand opening event](#) with approximately 250-300 attendees



- Designed over 30 pieces of marketing collateral (social ads and banners, website banners, trifold, program one-pager, newsletter template, PowerPoint template, Zoom backgrounds)
- Crafted a Giving Tuesday marketing campaign
- Created and designed a parent handbook
- Created and designed a staff handbook
- Developed and designed a [sponsorship packet](#)

A partnership that builds trust leads to the ability to create and grow organically, ensuring not only that stated goals can be met and exceeded but also that dreams can take flight. Launch Learning knew they needed grant-writing expertise if they were to transition successfully to a nonprofit status. By partnering with Powerhouse Planning and its proven total remote team solution, the client was able to accomplish so much more. Not only is Launch Learning well on its way to success in the nonprofit world, but it is also poised to offer a lifetime of learning opportunities to its students, families, and community.

"I love my Powerhouse team! They have a vast team with unique skills that honed into exactly what our nonprofit was needing to get started. Their experienced team did remarkable work with my recent grand opening event. We met weekly to strategize and plan out our event with drafting press releases, contacting vendors, marketing collateral, designing social media ads and signage. You name it, they thought of it! It is a true pleasure to work alongside these talented ladies. They are truly invested in supporting our mission. Many of the Powerhouse team volunteered their own time to help our grand opening be such a successful event. I believe the success of my event was due to the dedication and hard work of the Powerhouse team, and for this I am truly grateful."

- Jonnah Buchanan, Executive Director, Launch Learning Preschool

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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