



## 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 five 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, a Day of Giving campaign plan, social media support, and an Ambassador Program package.

## Case Study



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

**Website(s):** [thechildrenshungerproject.org](http://thechildrenshungerproject.org)

**Industry or Business Type:** Nonprofit

**Powerhouse Services:**

- Thought Partnership/ Marketing Consultancy
- Team Management
- Content Creation
- Graphic Design
- Social Media Support
- Quality Assurance
- Grant-Writing Research
- Administrative Support

**Benefits:**

Services enhanced the efforts of a small, dedicated nonprofit 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.

*"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."*

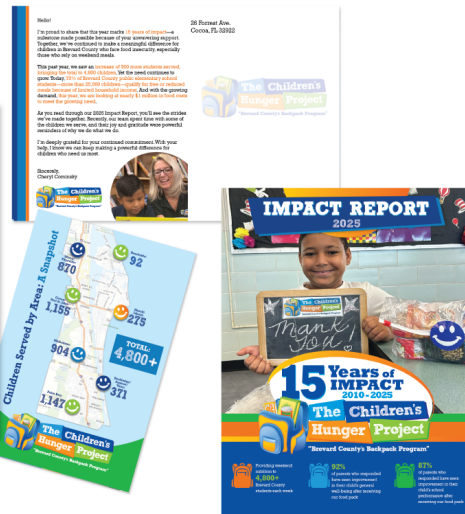
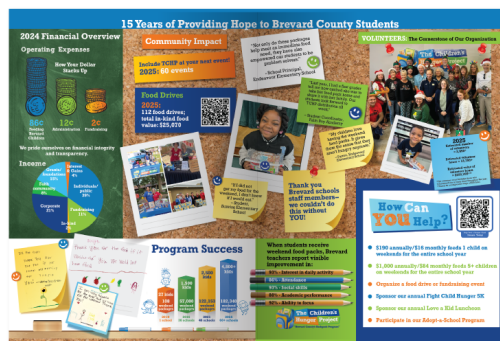
*- Cheryl Cominsky, Executive Director, The Children's Hunger Project*



**Powerhouse**  
PLANNING, LLC

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 through internal changes in staff and leadership while still effectively fundraising and achieving the mission to help Brevard County's hungry children.



Since 2023, Powerhouse has partnered with TCHP through bulk hours retainer-based contracts to meet them at their point of need. Projects worked during this time include collateral highlighting TCHP's 15-year anniversary, various marketing and fundraising campaigns, support to improve the organization's social media impact, and the most recent three TCHP Annual Impact Reports showcasing the incredible work the nonprofit is doing in Brevard County.

Over the course of the partnership, Powerhouse and TCHP have developed a strong, trusting relationship that allows seamless flow of creativity and support for a truly worthwhile mission. Powerhouse team members who are geographically nearby enjoy volunteering with TCHP to assist in their mission to eradicate hungry children in Brevard County. In addition to hands-on volunteer support, Powerhouse has also sponsored two 5K events through the Share the Goodness Fund, further reinforcing its commitment to the cause. In turn, TCHP knows that they can rely on Powerhouse to create collateral that allows them to grow organically in a way that fosters sustainability and cements their standing as a leading provider of food for thousands of children in the Brevard County community.

