

Elevate: Leeds & Grenville

2025 Recipient – QueenCare

Setting Up a New Charity for Real, Sustainable Growth



“ QueenCare was really impressed by the hard work Abby put into our communications report. She was thorough in her research, connected with members of our network, and helped us see both our strengths and the areas we needed to improve. Abby highlighted what makes us special and showed us practical ways to move forward with greater impact. It's obvious she went above and beyond. If you want to clarify your communications and move forward with a clear pathway, reach out to Elevate.

Pipsy and Colleen, owners and operators of QueenCare
www.queencare.ca

Setting Up a New Charity for Real, Sustainable Growth

QueenCare is a new charity in Leeds & Grenville with a clear mission. They support parents through pregnancy, postpartum, and early parenting.

Families trust them, and the need in the community is growing. But strong frontline work alone is not enough. New charities need simple systems that help people find support, volunteer, and give.

Through the Elevate program, Abby McIntyre Consulting helped QueenCare prepare for their first fundraising and volunteer campaigns in December 2025 and build the foundation they need to grow - without burning out.



Why Many New Charities Struggle

Across Leeds & Grenville, early-stage charities tend to face the same challenges. People trust the mission but can't easily find support. Volunteers want to help but there's no intake process. Communication is irregular because teams are stretched thin. Fundraising starts without the structure needed to sustain it.

These are not leadership failures. They're signs of growth without systems. QueenCare was experiencing all four.

Research shows that early-stage nonprofits grow faster when they have a clear pathway for support and involvement, a steady rhythm of communication, and a narrative the community can easily repeat.

About Elevate: Leeds & Grenville

Elevate: Leeds & Grenville is an annual program by Abby McIntyre Consulting that helps local charities build clear communication systems, strengthen trust, and share their impact. Each year, one organization receives a no-cost communications assessment and a simple three-month action plan. QueenCare was selected for 2025 because of their mission, their growing role in supporting families, and the clear gap in postpartum and early-parenting support in our region.

Where QueenCare Started

QueenCare already had strengths many new charities take years to build.

- Families felt safe and understood
- People trusted Colleen's nursing background and Pipsy's lived experience
- Parents described QueenCare as "family"
- Many wanted to give back

But the structure around that trust wasn't ready. Most people discovered QueenCare through word of mouth. The website made it hard to get support, volunteer, or donate. Their strongest asset, the stories of families, wasn't visible online or in any campaign material.

Without clear pathways, the December campaign risked missing its potential.

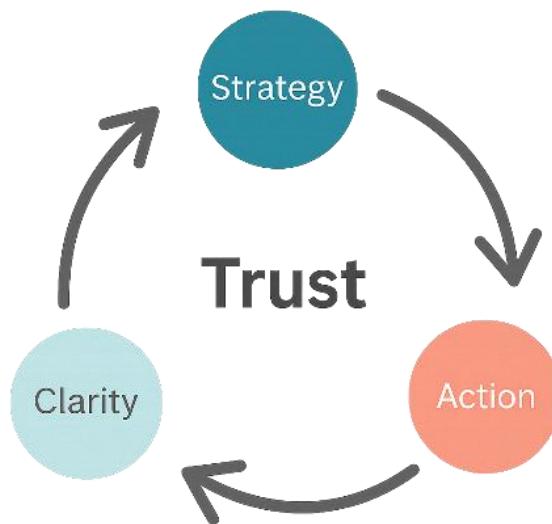
What Needed to Be Built

The Elevate review identified three core needs.

1. **Clear pathways** - Families, volunteers, and donors needed obvious places to click. Buttons like Need Support, Volunteer, and Donate were missing.
2. **Better visibility** - QueenCare's work is powerful, but many in the community didn't know they existed. Their story needed to be easier to find and easier to share.
3. **Basic structure for growth** - With limited capacity, QueenCare needed systems that reduced pressure instead of adding to it.

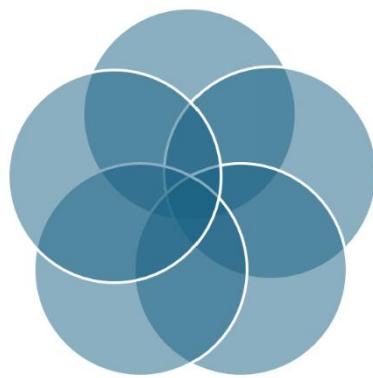
The focus was not on a full overhaul.

It was on building a simple foundation they could grow from.



A Simple Framework for Early Growth

The plan was built around my 5C model, which gives early-stage organizations a steady structure.



Clarity - Explain who QueenCare helps, what they offer, and how people can get involved.

Connection - Use real family stories to build trust and understanding.

Courage - Speak honestly about the gaps in postpartum and parenting support.

Consistency - Share updates regularly so families and supporters know what to expect.

Compassion - Keep the tone warm, respectful, and grounded in lived experience.

This helped shift QueenCare from reactive to ready.

How We Worked Together

- One intake conversation to understand their reality
- A light-touch assessment of their current tools
- Direct interviews with families and community partners
- A short list of actions sized for a small team
- Weekly check-ins to adjust and keep momentum
- A three-month pathway with clear, doable steps

Setting Them Up for Their First Campaign

QueenCare needed practical, realistic steps leading into December 2025.

1. **Update the website** - Add a clear tagline, Need Support and Get Involved buttons, and short bios for the founders.
2. **Prepare video stories** - Short, emotional clips from families to anchor both fundraising and volunteer outreach.
3. **Build a weekly posting rhythm** - Photos, short stories, tips, and volunteer highlights. Each with a clear invitation to get support or help.
4. **Create a simple volunteer intake process** - A small form, a welcome message, and regular public thanks. Even two or three volunteers can make a major difference for a new charity.
5. **Build the fundraising basics** - A Why Give page, a donation link, and a donor message ready for January.

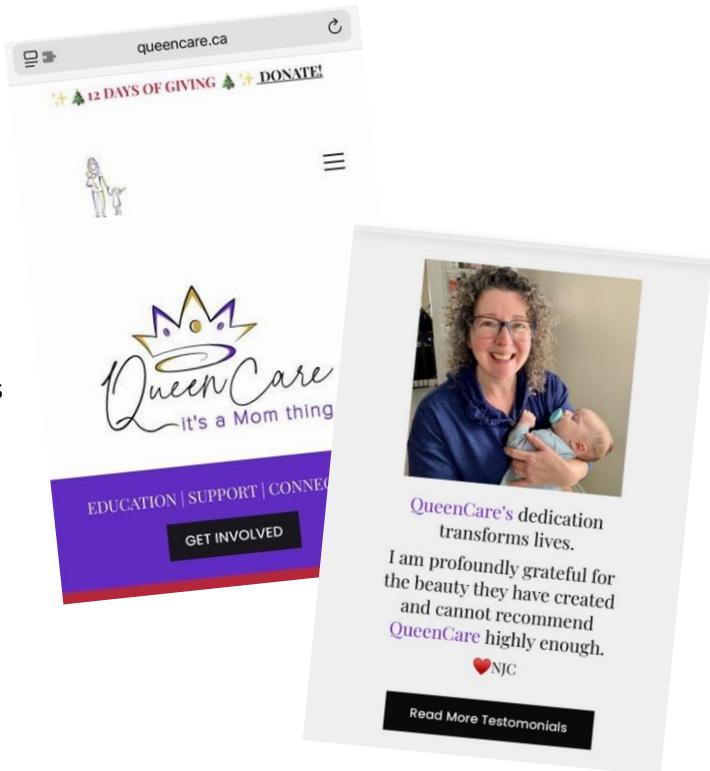
These steps were sized to fit an overextended team.

Before

- Families could not easily find support
- No volunteer intake system
- Campaign stories were not visible
- Website created friction

After

- Clear Need Support and Get Involved paths
- Simple volunteer process in place
- Testimonial stories now ready to use
- Website guidance improved



Why This Matters for New Charities

Early choices shape long-term health. When charities launch without clear messaging or simple systems, they strain their teams and lose momentum.

QueenCare's work shows a different path.

A small set of clear, practical steps can set up a charity to grow without losing what makes it special.

This approach is available to other charities and small nonprofits across Eastern Ontario that want to strengthen trust, build capacity, and move from promise to sustainable impact. It works especially well for small teams who need clarity and structure without added pressure.

Conclusion

QueenCare had the mission and trust from day one. What they needed were the systems that help new charities grow without losing what makes them special.

The Elevate review gave them a clear path, simple tools, and the structure to launch their first fundraising and volunteer campaigns with confidence. It also set them up for long-term stability, stronger community support, and a clearer public presence.

This is how new charities move from promise to sustainable impact.

Contact

A professional portrait of Abby McIntyre, a woman with curly blonde hair, wearing a black blazer over a teal top. She is smiling and looking directly at the camera.

Let's build your next chapter **together**

Abby McIntyre
abby@abbymcintyre.ca
www.abbymcintyre.ca

Published December 2025

www.abbymcintyre.ca

Images sourced from queencare.ca