

# CASE STUDY



Design and plan annual corporate giving and marketing strategy for **Two Twelve Ten LLC**.

## COMPANY OVERVIEW

Two Twelve Ten LLC is a diversified parent company overseeing multiple business ventures such as a transportation service, child care centers, and real estate investment. As the organization grew, leadership recognized the need to intentionally design corporate giving and community initiative programs that reflected the company's values and impact goals rather than relying on ad hoc efforts.

## SPECIFIC CHALLENGES

### Inconsistent programs

Inconsistent or undefined community giving programs made it difficult to create sustained impact.

### Corporate giving structure

Leadership lacked a structured process for planning and prioritizing initiatives across business units.

### Values alignment

There was no clear annual roadmap aligning corporate giving with the company's mission and community needs.

## SOLUTION

Provided clarity, guidance, and strategic support in developing a structure around community initiatives and corporate giving by designing a consistent annual planning process that aligns with the values and drives meaningful impact.

## DELIVERY

- Engaged leadership to clarify value, purpose and priorities
- Defined types of initiatives that reflected the company
- Facilitated yearly strategy meetings to outline giving priorities
- Identified desired outcomes and benchmarks for assessment

## IMPACT

Since 2019, Two Twelve Ten LLC moves into each year with clear priorities and stronger alignment between community impact efforts and its core values. As a result of the clarity, strategy and solutions provided the company has more consistent engagement and deeper local impact across business ventures.