

Kaifa  
CREATIVE AGENCY

# CASE STUDY

IT TAKES A VILLAGE COMMUNITY ORGANIZATION

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# IT TAKES A VILLAGE COMMUNITY ORGANIZATION – A PLATFORM FOR EMPOWERING COMMUNITIES



CONNECTING THE PIECES IN MORE WAYS THAN ONE - BE THE CHANGE YOU WANT TO SEE!!



## OUR STORY

It Takes a Village Community Organization was founded to break down barriers that prevent individuals from thriving, particularly in low-income and underserved communities.

[READ MORE](#)

## BUILDING STRONGER COMMUNITIES

### Mission Statement:

To Empower youth, young adults, and adults by providing equitable resources to encourage personal growth, foster self-esteem, and improve the quality of life in low-income and underserved communities.

### Vision Statement:

Create a future in which every child and young adult has the tools to grow and develop into successful, self-sufficient adults by implementing culture and art.

**Values: Integrity, equity, inclusiveness, diversity, impact, respect, and community.**

[VIEW UPCOMING EVENTS](#)



OUR WORK HAS BEEN RECOGNIZED LOCALLY AND NATIONALLY, WITH AWARDS SUCH AS:



# CLIENT OVERVIEW

It Takes a Village Community Organization (ITAVCO) sought a user-friendly and inspiring website to support their mission of empowering underserved communities. The platform needed to effectively communicate their initiatives, highlight achievements, and provide clear pathways for getting involved and making donations.

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## OUR WORK HAS BEEN RECOGNIZED LOCALLY AND NATIONALLY, WITH AWARDS SUCH AS:

Presidential Award for  
Community Works (2024)

Community Leadership  
award from YBNB (2024)

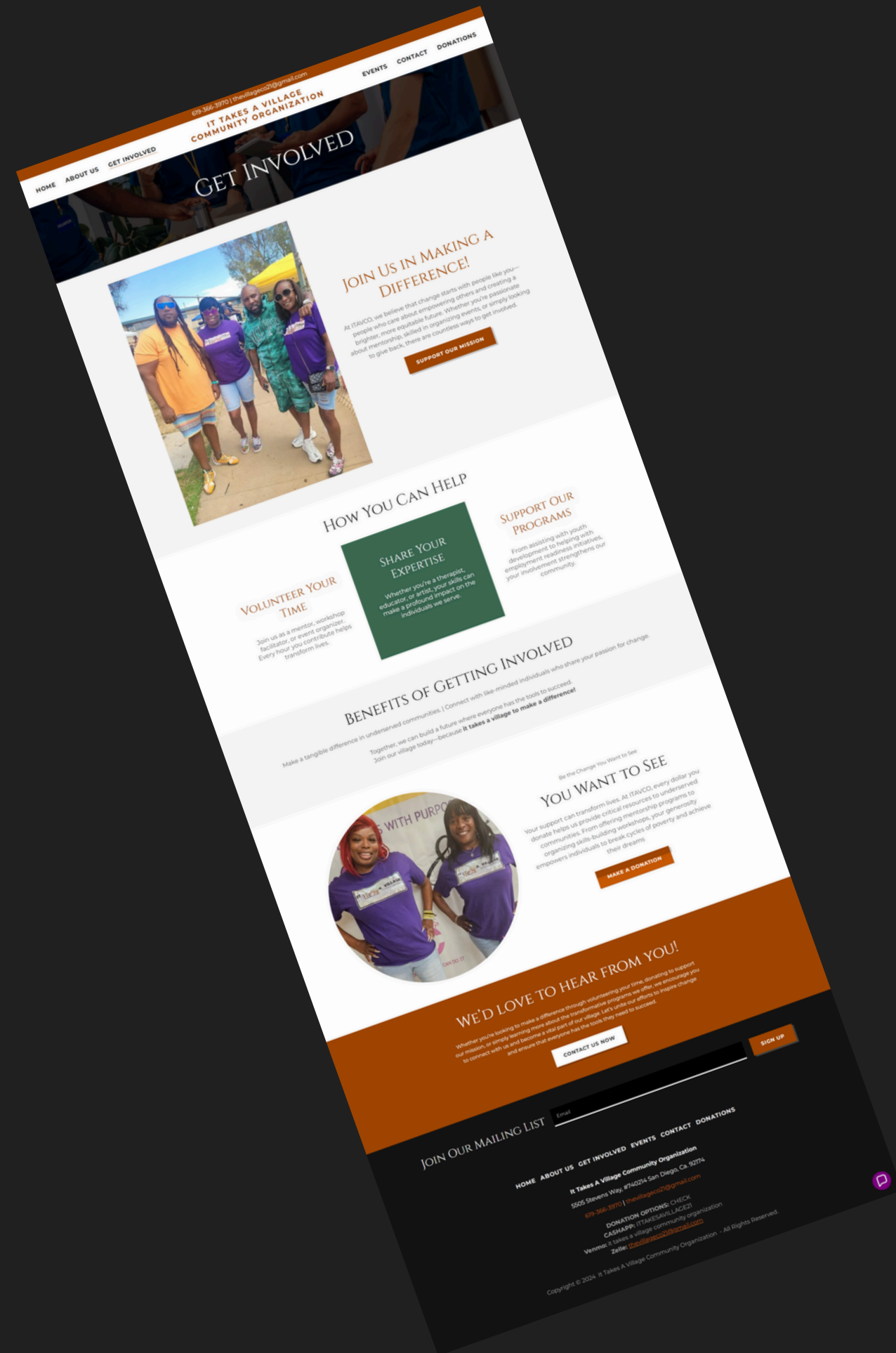
The Jewel of the  
Community Award 2022  
given by 805 South

The Community Leader of  
the year Award 2021

The UJIMA Award 2017  
given by Kumba Fest ( Social & Economic  
Support)

## THROUGH THE LENS OF GIVING: IT TAKES A VILLAGE IN PICTURES





# CHALLENGES

- Community Engagement: ITAVCO needed a way to motivate visitors to support their mission through donations, volunteer efforts, and partnerships.
- Showcasing Impact: The site had to highlight their numerous awards, impactful community programs, and real-life success stories.
- User-Friendly Design: Ensuring ease of navigation so visitors can quickly access information about events, programs, and donation options.
- Visual Appeal: Creating an engaging visual representation of their community work while maintaining professionalism.



# OUR SOLUTION

## Empowering Design Approach:

We developed a vibrant yet professional website design that reflects ITAVCO's mission of hope, community, and empowerment. The orange and green tones symbolize warmth, growth, and trust, resonating with their core values.

## Clear Calls-to-Action:

Prominent CTAs such as "Get Involved" and "Make a Donation" were strategically placed to guide visitors toward meaningful actions.

## Storytelling Through Visuals:

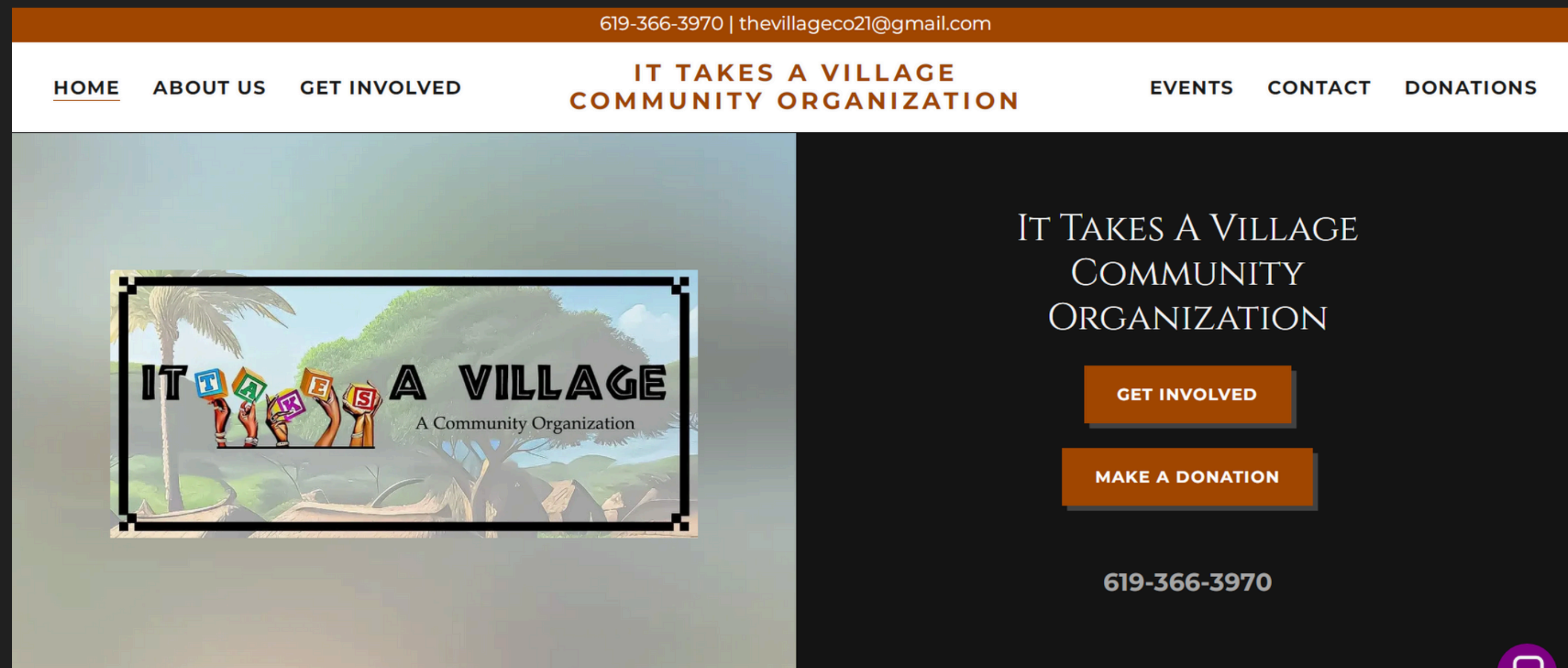
A section titled "Through the Lens of Giving" includes a photo gallery that celebrates the organization's impactful events and joyful moments in the community. This visual storytelling brings their mission to life.

## Focus on Mission and Vision:

The Mission Statement and Vision Statement sections were prominently displayed to emphasize their commitment to creating equitable opportunities for underserved communities.

## Easy Navigation for Users:

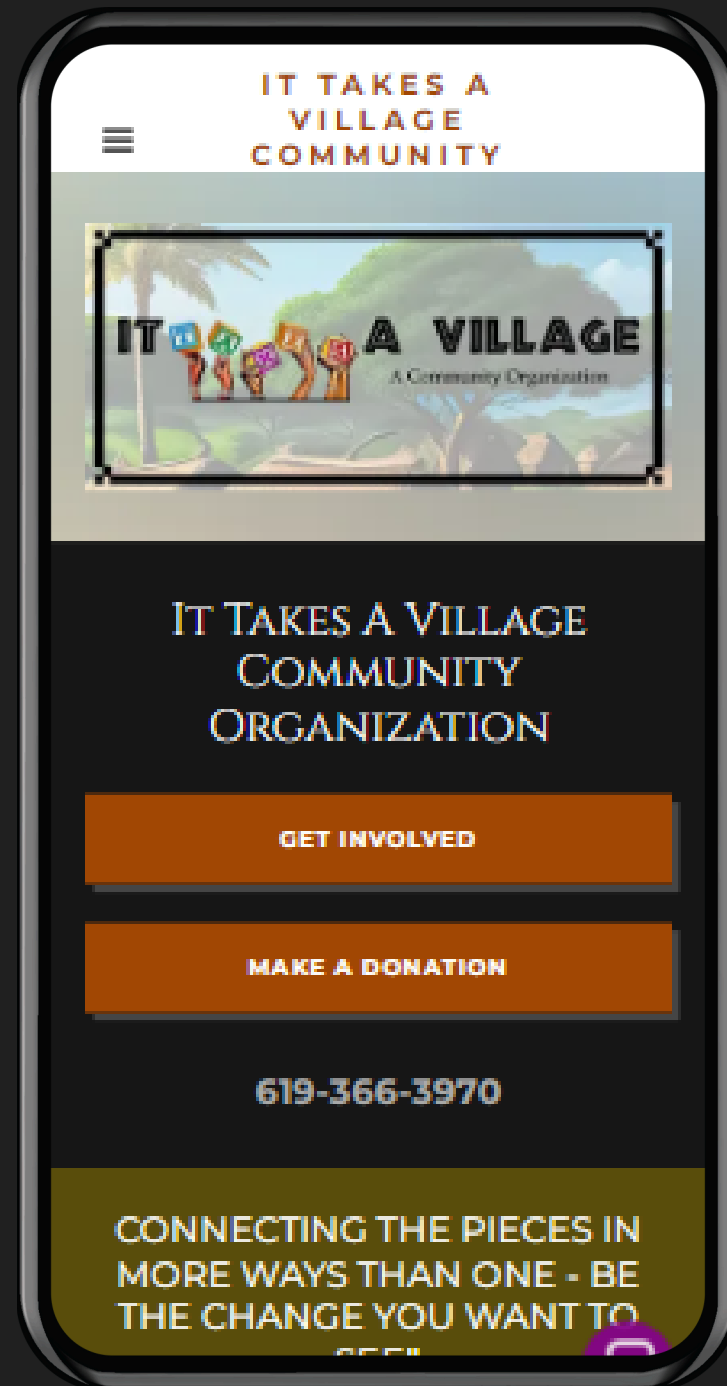
We simplified navigation to make it easy for users to explore pages like "Events," "Contact," and "Donations." Contact information and donation options (e.g., CashApp and Zelle) were prominently displayed to facilitate quick action.



## RESULTS

Kaifa delivered a comprehensive website solution tailored to ITAVCO's needs. By combining sleek design with user-centric functionality, we created a platform that drives engagement, builds trust, and converts visitors into loyal customers.





*ITAVCO's mission is truly inspiring, and the website reflects that perfectly. I'm proud to support their work.*



# NEED A STUNNING WEBSITE FOR YOUR BUSINESS?

At Kaifa, we specialize in creating custom websites that drive results. Let us help you elevate your brand. Contact Us today!