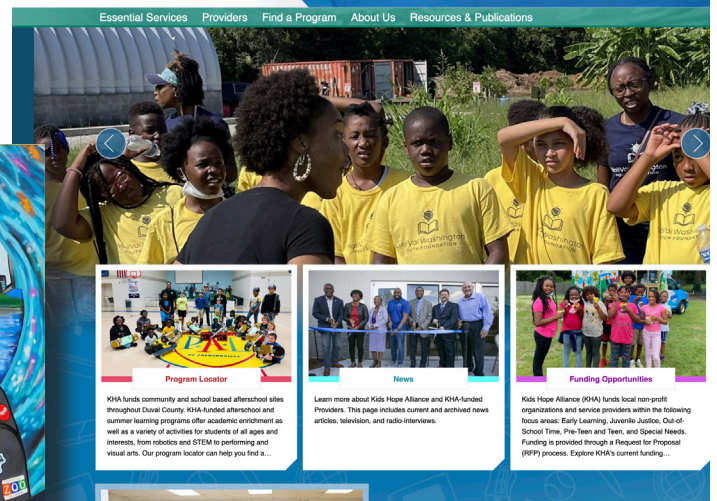
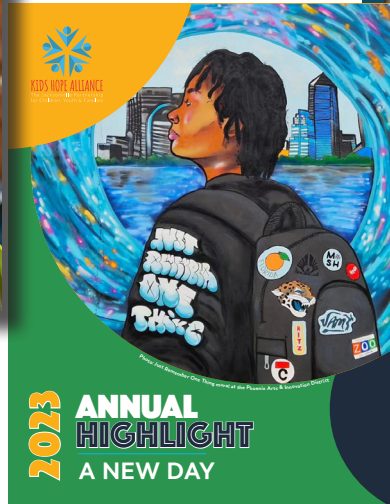


# ADG KID'S HOPE ALLIANCE

City of Jacksonville



**Project Name:** Kids Hope Alliance

**Location:** Northeast Florida

**Owner/Client:** City of Jacksonville

**ADG Services:** Marketing Material Development, Planning, Public Involvement, Stakeholder Engagement, Government Relations/Agency Coordination, Public Workshops/Hearings, Charette Coordination, Branding

## Project Summary:

In partnership with Kids Hope Alliance (KHA), Acuity Design Group (ADG) takes on a multifaceted role that is pivotal to the organization's strategic communication and marketing initiatives. ADG's duties involve crafting numerous newsletters, which are essential communication tools that disseminate critical information about KHA's investments, programs, and outcomes to key stakeholders. These newsletters help keep stakeholders well-informed and engaged, fostering a sense of community and transparency around KHA's activities.

Beyond newsletters, ADG employs a range of marketing tactics to elevate KHA's visibility and public profile. This includes the development of comprehensive branding guidelines that ensure KHA can cohesively and consistently promote its mission and vision. These branding efforts are vital for establishing a strong and recognizable identity for KHA, which helps to build trust and recognition among the communities they serve and potential partners.

Through strategic planning, content creation, and targeted marketing efforts, Acuity Design Group supports Kids Hope Alliance in effectively communicating its goals and successes. This partnership not only enhances KHA's ability to engage with its audience but also ensures that its mission to serve the youth of Duval County is clearly articulated and widely recognized. By leveraging ADG's expertise, KHA can maintain a robust presence in the community, attract support, and achieve its objectives of empowering and uplifting young people in the region.