

# BRAND NARRATIVE



## core brand narrative

Easy to share, easy to remember and something that the organization can use to stand on when asked...What is it that you do? Combines elements of the Mission, Vision and Values in an approachable way.

## core brand message

Ability KC builds brighter futures for individuals living with disabilities through comprehensive medical, educational, and vocational therapeutic services. Our work is woven into the story of our city, as we've touched countless lives since 1947. We continue to make Kansas City stronger by ensuring people with disabilities have the support they need to fully participate in our community. We deliver holistic, individualized care, using cutting-edge, evidence-based practices, and we measure success by the unique goals the people we serve set and achieve.

Using Ability KC's mission statement language

KC doesn't work without Ability KC

Emphasis on the community impact

Concise description of therapeutic values

Our success is our clients' success.

Getting a key differentiator into the core message

Nodding to the vast historical knowledge AKC has

## core brand message

At Cross International, the **gospel** motivates us to connect those in deepest need with generous believers and compassionate ministry partners. Our passion is to transform the needs we see into a new reality: children with healthy smiles and inspired minds; communities with clean water, nutritious food, and strong families; and hearts full of joy and hope for the future. Lasting, sustainable transformation is our goal, so we form strong relationships and manage resources wisely, sowing seeds that will reap a harvest for years to come.

Leaves no question about Cross' foundation of faith

Shows Cross' role in bringing together elements of the church to work together

Showing Cross' focus on finding areas of strategic opportunity

Refers to impact of housing, healthcare, food, nutrition, water services

The power of education and vocational training to allow children to dream again

Cross' approach to economic development and systemic issues

Commitment to financial stewardship

Alludes to the parable about exponential results from wise investment

Reflects not only ministry partnerships, but also donor relations

## core brand message

Catholic Charities has been an open door, a warm welcome, dry ground, a defending voice, and a hand up for generations of Louisiana residents. Our shared stories and strong roots help a diverse community stand tall together. We're fueled by a distinctly Catholic faith, which inspires us to serve everyone, regardless of religion. We're passionate about social justice and smart stewardship. Meeting the needs of the whole person—and all of Louisiana—is our continued commitment.

Describing what CC programs do in emotional language

Nod to Catholic Charities long history

Catholic Charities acts as a connector in the region

Makes clear statement of CCANO's mission to serve everyone

CCANO's fiscal responsibility sets it apart

CC has programs for the entire life span and the range of human needs (mental, physical, emotional, spiritual).