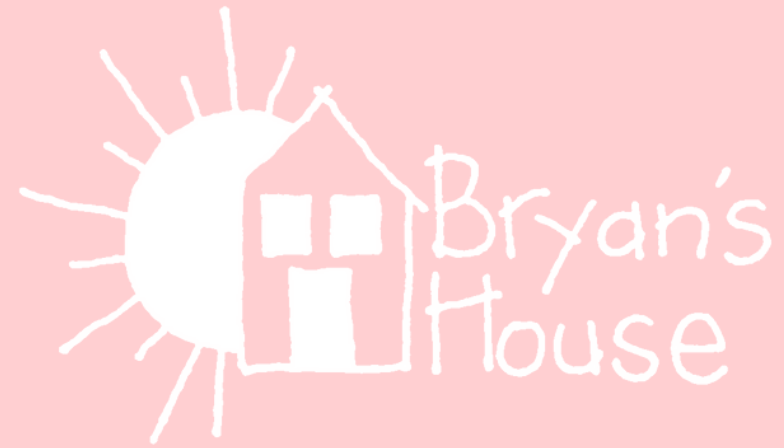


CULTURE & BRANDING GUIDE



THE DEVELOPMENT TEAM

CINDY RYAN

Director of Advancement
Grant Writer

FILLED 5 HOURS/ WK VOLUNTEERS

Development Coordinator (part-time)

DEVELOPMENT COMMITTEE CHAIR

Debra Villarreal, Board Member * pictured

DEVELOPMENT COMMITTEE

Board and Non Board Members:

Steven Upchurch, Nancy Roe, Rose Kaur, Alison Shelton, Paula Feinberg,
Laura Ramirez, Dipu Merkherjee, Craig Lashley,
Melissa Cavazos, Deric Cahill, Abigail Torres

WE PROVIDE SERVICES
IN 8 COUNTIES
(ONSITE & OFFSITE)

TWO MAIN PROGRAMS

SOCIAL SERVICES (1)

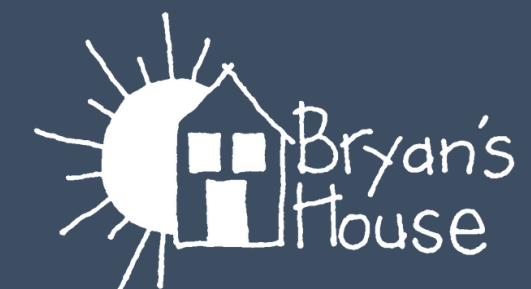
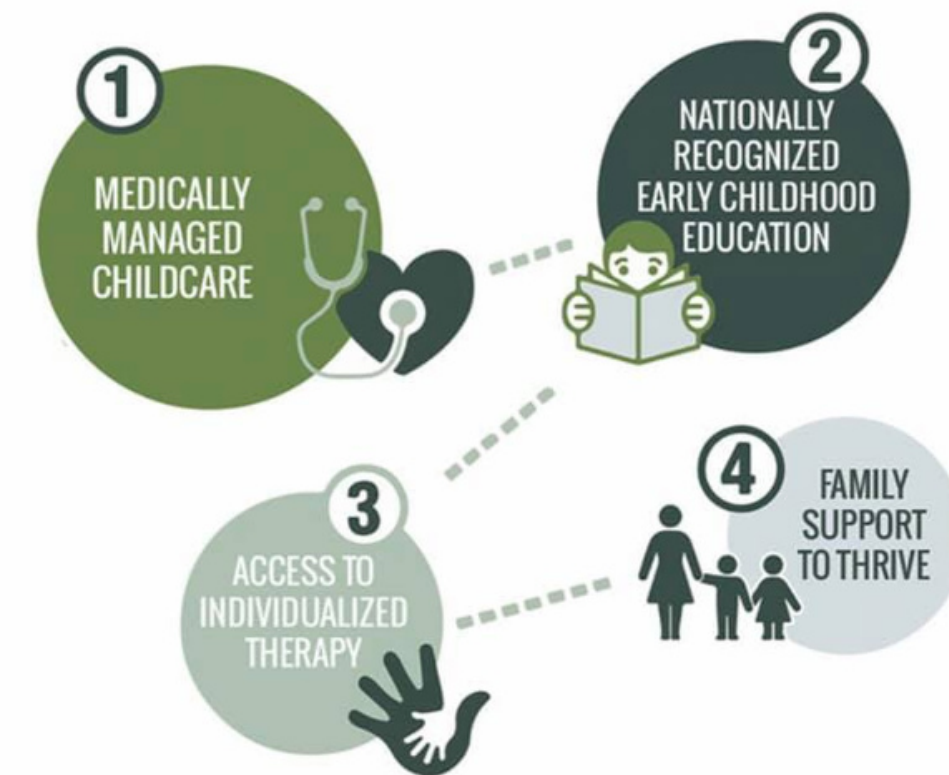
FAMILY SUPPORTIVE SERVICES (FSS)
CASE MANAGEMENT
BASIC NEEDS
HOMELESSNESS PREVENTION
ADVOCACY/OTHER
(AGES 0-21)

CHILDREN'S DEVELOPMENT (2)

EARLY CHILDHOOD EDUCATION
CLASSROOMS ON WEST DALLAS CAMPUS
THERAPY PROGRAM PARTNERS WITH UT DALLAS
NURSING SCHOOL PRACTICUMS (4 COMPANIES)
DISD PARTNERSHIP
(AGES 0-5)

ELEVATOR PITCH

WHAT WE DO WELL



IN A NUTSHELL

CULTURE



Donor-centric culture.



We thank donors
24-48 hours AFTER a
gift is made.

MAJOR GIFTS

HIGH NET WORTH DONOR PROSPECTS
DONOR RELATIONS
CAPITAL CAMPAIGN

GRANTS

FAMILY FOUNDATIONS
CORPORATIONS & CORPORATE FOUNDATIONS
3RD PARTY/PITCHES
GOVERNMENT

EVENTS

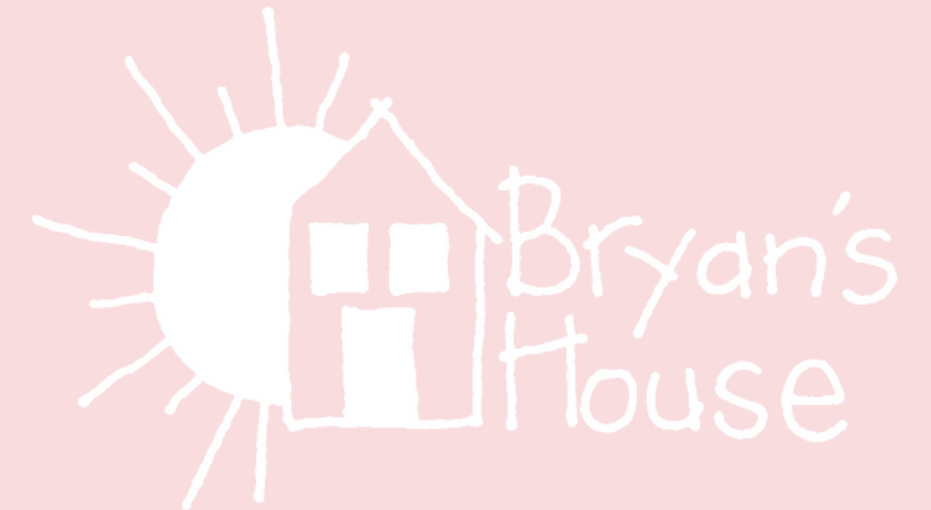
ANNUAL LUNCHEON
3RD PARTY EVENTS
BACK TO SCHOOL
COOKIES WITH SANTA
FAMILY FUN FAIR

ANNUAL APPEALS

HOLIDAY MAILING APPEAL (December)
ONLINE GIVING/TEXT TO GIVE (April)
RECOURING GIVING VIA CREDIT CARD/WEBSITE
MEMBERSHIPS - JUBILEE AND MIGHTY MEN
SOCIAL MEDIA - PEER-TO-PEER
NTGD & GIVING TUESDAY
PROGRAM REVENUE

OTHER

VOLUNTEER PROGRAM - ONBOARDING, TRAINING, ONSITE
DATABASE MANAGEMENT - NETWORK FOR GOOD



DEPARTMENT FUNDING CATEGORIES

HOW WE RAISE SUPPORT



AS A VALUED FRIEND AND PARTNER OF BRYAN'S HOUSE,
WE WOULD LIKE TO INVITE YOU TO BE OUR GUEST AT THIS SPECIAL EVENT:

Gensler

GENSLER Third Annual Tournament 2018
SHOOT FOR HOPE

BROUGHT TO YOU IN PARTNERSHIP WITH TITLE SPONSOR
PB PACIFIC BUILDERS

THURSDAY, NOVEMBER 8TH
DALLAS GUN CLUB

11:00 am Registration & Lunch
12:30 pm Tournament Begins
Awards & Raffle Following

BENEFITTING HOPEKIDS & BRYAN'S HOUSE
Organizations dedicated to inspiring hope in children and families who need it most.

CLICK HERE TO RSVP FOR THIS EVENT BY NOVEMBER 1ST
Or email: GenslerDallasEvents@gensler.com

3rd party events and partnerships are key to sustaining our programs.

JUBILEE SOCIETY

MIGHTY MEN

MEMBERSHIP GROUPS

ANNUAL REVENUE + ENGAGEMENT OPPORTUNITIES



SUSTAINERS CLUB

\$10 month reoccurring giving club

5 vendor partners provide discounts

help promote our events, membership

t-shirt for club members

10. great number.

join our new **sustainers** club for only \$10 a month

serve. impact. share joy.

bryanshouse.org/donate-now
sign up is easy for re-occurring giving

maintain services every month for local vulnerable children with special needs

#bhsustainers



AMBASSADORS

CLASS OF 2021



ELIZABETH WARD CREEL

MAXINE TROWBRIDGE

LEEANNE LOCKEN



ELIZABETH W BOUTIQUE



ARTRINITY



COMMUNITY LEADER

JENNIFER LELASH

JOHN THOMPSON

COURTNEY EDWARDS



BRIGGS FREEMAN



JOHN THOMPSON REAL ESTATE



FRANCISCO + CO

HAROLD PAGE

M

MARA PINNEY



SOUTHWEST AIRLINES



BRIGGS FREEMAN SOTHEBY'S



MARA'S MED SPA

ROLE

ADVOCATE

ENGAGE COMMUNITY

THROUGH:

SOCIAL MEDIA
TAKE-OVER
(1 WEEK A YEAR)

LUNCHEON

MEMBERSHIP EVENT
HOSTS

OTHER PARTNERS



PLEASE JOIN US AT THE BELO MANSION
APRIL 9, 2020 11:30 AM-1 PM FOR THE
**PATHWAYS TO
INCLUSION**
LUNCHEON, AWARDS AND SPECIAL NEEDS SUMMIT

DRESS: PLEASE WEAR METALLIC COLORED ACCENTS.
KOSHER FOR PASSOVER MEAL AVAILABLE.

HONORARY CHAIRS: DR. LISA GENECOV & BETSY KLEINMAN
CHAIR: BETTY REGARD
MEDIA PARTNER: 

MORE INFO AT BRYANSHOUSE.ORG / RSVP BY MARCH 10, 2020

LUNCHEON

Postponed to April 7, 2021

Every element of the event will remain the same, accept added COVID-19 health & safety protocols by venue.

We will relaunch support for the event in October, with marketing language around what 2020 sponsors' contributions enabled teams to due during COVID-19.



CALENDAR



SOCIAL MEDIA

We plan the calendar by month, based on agency events and programs.

We use it to promote:

- member groups
- ambassadors
- annual luncheon
- world awareness days
- 3rd party events





TAGS



FACEBOOK
@bryanshouseoa



INSTAGRAM
#bryanshouseoa
#bhnation31
#bhsustainers
#bhmightymen
#bhjubilees
#bhambassadors

www.bryanshouse.org



Changing trajectories
for life.

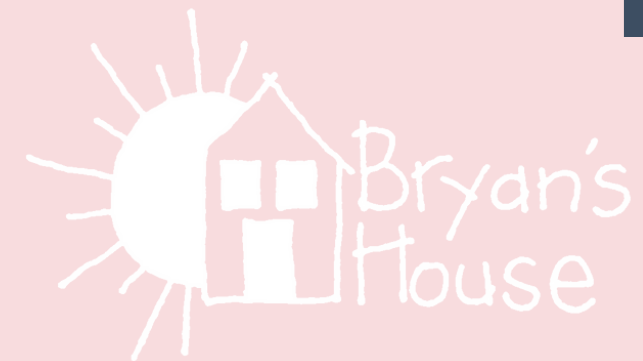
Providing systemic
pathways to inclusion.



Raising families out of poverty.



THE BEAUTY OF OUR BRANDING



JESTER&GENIUS CREATED A
BRYAN'S HOUSE STORYBOARD
ABOUT WHO WE ARE AND
WHAT OUR MESSAGE IS,
GOING FORWARD,

Thank You

We are grateful to **honor**
the **life and memory** of

Earnest W. Dodd

FUNDING A WAY FORWARD:
CONTINUING TO SERVE OUR CHILDREN
WITH SPECIAL NEEDS.



Job Opportunity

**Fundraising | Nonprofit
Development Coordinator**
(Part time: 20 hours/wk)

Essential: (2 years minimum)
Database Entry | Non Profit Donor Relations
Expertise in a small "fundraising shop"
Event & Membership Activities Coordination
Social Media | posting, engagement & calendar planning
Volunteer & membership group activity coordination
Work/ed at a nonprofit in similar role a plus

Education:
B.A. or 5 years experience equivalent in a nonprofit in similar role
CFRE, Comms/ or Mktg a plus

Essential Technology Experience | Knowledge:
Network for Good Donor Database (2 years)
Creative: Canva (1 year)
Social Media Platforms: Instagram, Facebook, LinkedIn
Google Notes, Zoom and Microsoft Suite

Equal Opportunity Employer
Email: mramirez@bryanshouse.org
Resume & Cover Letter
No Calls Please



We salute all our frontliners!

Thank you to our teams, and yours for
your service and sacrifice during
this difficult time.

We are proud to partner with CPS, DHHS
Scottish Rite Hospital, Parkland, Children's
& Baylor Scott & White



Welcome.



10. great
number.

join our new **sustainers** club
for only \$10 a month

serve. impact. share joy.

bryanshouse.org/donate-now
sign up is easy for re-occurring giving

maintain services every
month for local vulnerable
children with special needs

#bhsustainers



20-21 BRAND COLORS



JUBILEE SOCIETY
of
BRYAN'S HOUSE

AMBASSADORS

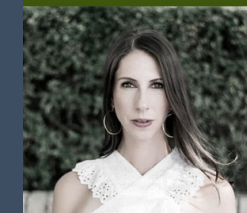
CLASS OF 2021



ELIZABETH WARD CREEL

MAXINE TROWBRIDGE

LEEANNE LOCKEN



ELIZABETH W BOUTIQUE

ARTRINITY

COMMUNITY LEADER

Welcome

**Class of 20-23
Board Member**

Paula Feinberg
Raymond James



Welcome

**Class of 20-23
Board Member**

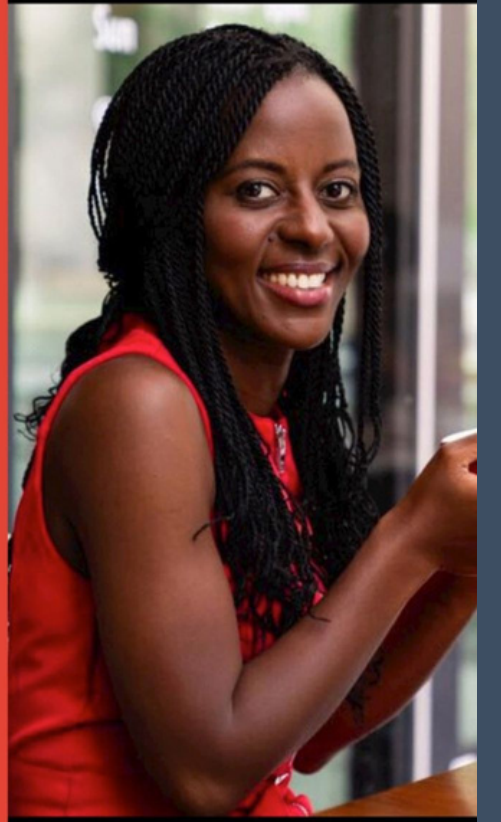
Dipu Merkherjee
Symphony Retail AI



Welcome

**Class of 20-23
Board Member**

Martha Lumatete
Southwest Airlines



Welcome

**Class of 20-23
Board Member**

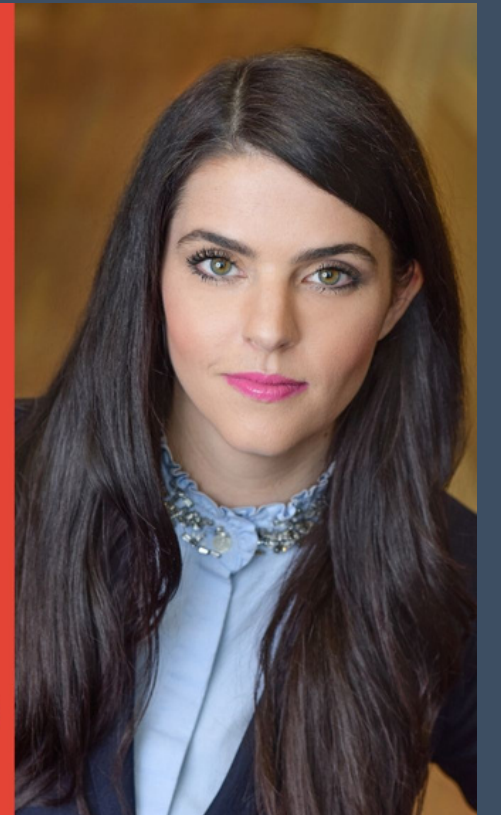
Laura Ramirez
Ericsson



Welcome

**Class of 20-23
Board Member**

Sarah Lamb
The Retail Connection



#StopTheSpread

Stick to
routine.

School might have been
shut down so it's up to
you to keep your kid's day
structured. Create and
stick to schedules for
mealtime, study and play.

Sources:
www.who.int
www.cdc.gov



Let them talk
about their
worries.

Be open and invite them to
discuss what they may have
heard and how they feel.



#StopTheSpread



Sources:
www.who.int
www.cdc.gov

#StopTheSpread

Be developmentally
appropriate.

Try answering their
questions instead of
volunteering too much
information as this
might be overwhelming.

Sources:
www.who.int
www.cdc.gov



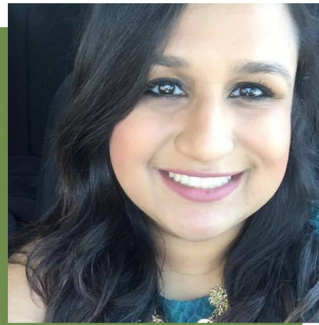
“

I strive to
live the life
of a servant
leader.

MARIAM KHAN
CHAIR 20-21



JUBILEE SOCIETY
of
BRYAN'S HOUSE



CHILDREN'S DIAGNOSIS SERVED		
GENETIC DISORDERS <ul style="list-style-type: none">• DOWNS SYNDROME• DI GEORGE SYNDROME• CYSTIC FIBROSIS• PITT HOPKINS SYNDROME• CHROMOSOME 14 AND 17 TRANSLOCATION• KABUKI SYNDROME (RARE MULTI SYSTEM DISORDER)• HEREDITARY SPHEROCYTOSIS (RARE BLOOD CONDITION)• HIRSCHSPRUNG'S DISEASE• SICKLE CELL DISEASE• DRAVET SYNDROME-INTRACTABLE EPILEPSY	NEUROLOGICAL DISORDERS <ul style="list-style-type: none">• HYDROCEPHALUS• MICROCEPHALY QUADRIPARESIS• AUTISM SPECTRUM• CEREBRAL PALSY• BRAIN/CEREBRAL ATROPHY• FOCAL NEUROLOGICAL DEFICITS• DYSLLEXIA• EPILEPSY• HYPOTONIA• LEARNING DISABILITIES• TUBERCULOSIS SCLEROSIS• STATIC ENCEPHALOPATHY• RETTS SYNDROME• SHAKEN BABY SYNDROME• SPINAL BIFIDA• SWALLOWING DISORDERS	HEARING/VISION DISORDERS <ul style="list-style-type: none">• DEAFNESS/PROFOUND HEARING LOSS• MYOPIC DEGENERATION• BILATERAL CLOUDY CORNEA
MUSCULAR/SKELETAL DISORDERS <ul style="list-style-type: none">• IDIOPATHY SCOLIOSIS• ABNORMAL GAIT• PLAGIOCEPHALY (SKULL DEFORMATION)• ARTHROGRYPOSIS (CONGENITAL JOINT CONTRACTURE)• CONGENITAL LIMB MALFORMATION• OSTEOGENESIS IMPERFECTA (BRITTLE BONES)• BILATERAL CLUB FEET• CLEFT LIP AND CLEFT PALATE	CANCER <ul style="list-style-type: none">• LEUKEMIA• WILMS TUMORS (KIDNEY TUMORS)• GANGLIONEUROBLASTOMA BLOOD DISORDERS <ul style="list-style-type: none">• THROMBOCYTOPENIA• HIV/AIDS IMPACTED	CARDIAC DISORDERS <ul style="list-style-type: none">• TRUNCUS ARTERIOSUS• PATENT DUCTUS ARTERIOSUS (RARE HEART CONDITION)• HYPOPLASTIC RIGHT HEART SYNDROME RENAL/KIDNEY DISORDERS <ul style="list-style-type: none">• DIABETES INSIPIDUS• HYPERTENSION/BILATERAL HYPOPLASTIC KIDNEYS MENTAL HEALTH <ul style="list-style-type: none">• FAILURE TO THRIVE• DEPRESSION• ANXIETY DISORDERS• SUICIDAL TENDENCIES• OPPOSITIONAL DEFIANT DISORDER• POST TRAUMATIC STRESS DISORDER• SELECTIVE MUTISM• ATTENTION DEFICIT HYPERACTIVITY DISORDER• BIPOLAR DEPRESSION

Thank You.

Belinda
Rodriguez

Retired VP-Human Resources, AT&T
Communications, Human Resources AT&T

20-22 Women of Color
Group Leader
& Mentor



Thank You.

Monique
Van Hummel

Global Marketing Strategy | Storyteller
Operations Leader

Fossil, Nike, SMU Grad.

Volunteer
20-21 Strategy
(Marketing Plan)



Thank You.

Mariam Khan

Southwest Airlines

Customer Relations/Rapid Rewards Social Care
Senior Representative

Volunteer 20-21
Social Media &
Memberships



NEW



Things get solved if you get involved.

CALL FOR
COMMUNITY
VOLUNTEERS
& MENTORS

Improve the lives of others. Your help is
needed because your presence makes a
difference, and it's the only way things
will change. #powerinourpurpose
#useyoursocialcapital

Become a Volunteer: Strategic Planning,
Marketing, Social Media, Membership
www.bryanshouse.org



OCTOBER J-CONNECT SERIES

JUBILEE SOCIETY
of
BRYAN'S HOUSE

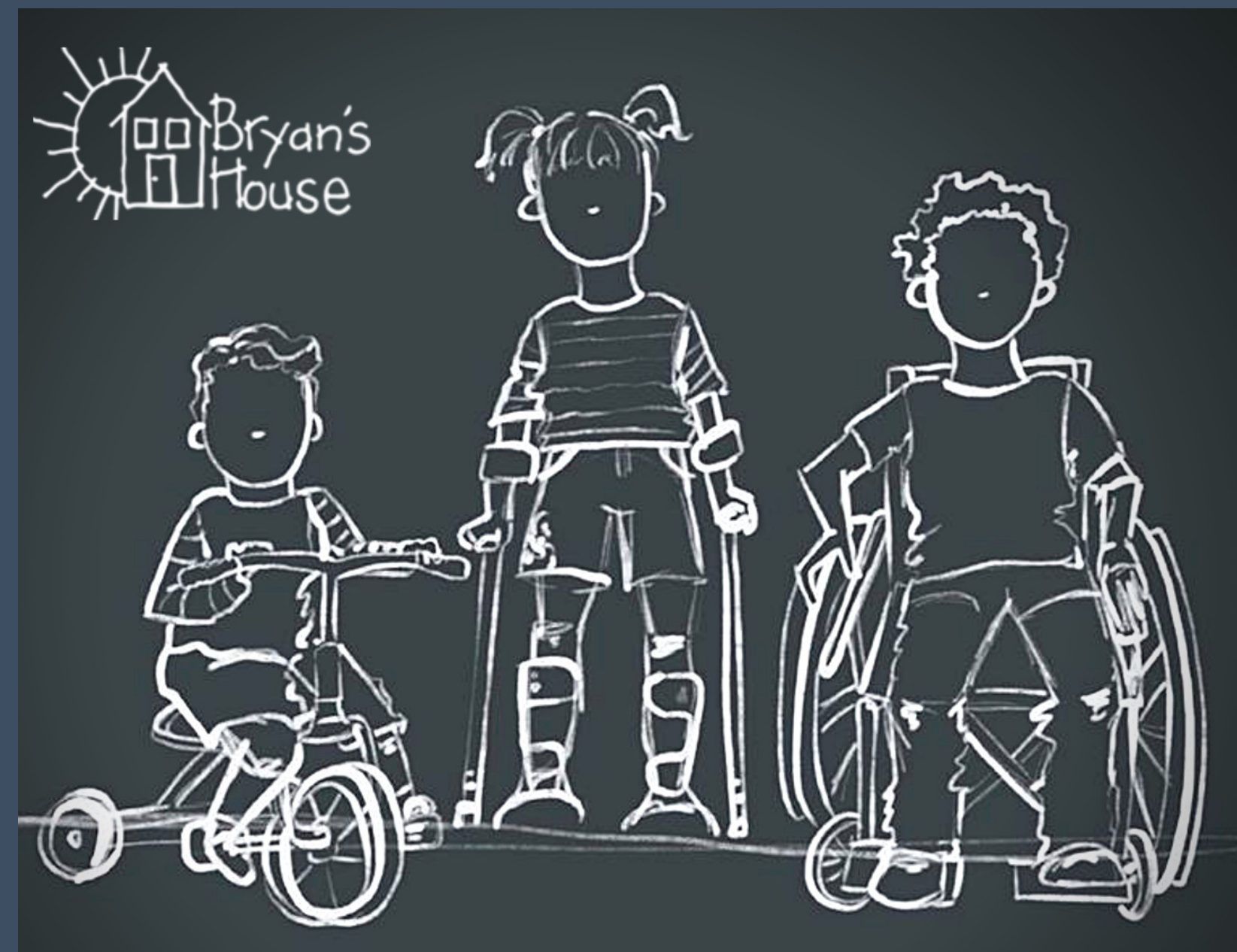
GUEST SPEAKER
CAPERA RYAN
DEPUTY CHAIRMAN,
CHRISTIE'S

TOPIC: LEADERSHIP

OCTOBER 16 2020
@ NOON
TEXT 214.995.6904
TO RSVP

THE ZOOM
INVITE WILL BE
SENT TO YOU

Bryan's House



COVID-19 SUPPORT SINCE MARCH

\$101,233 WE PROVIDED EMERGENCY ASSISTANCE TO 108 FAMILIES FOR RENT, UTILITIES AND BASICS. 64 FAMILIES HAVE STABILIZED FOR THE LONG TERM. THANK YOU.

MEN'S B-CONNECT SERIES

GUEST SPEAKER
DWIGHT POWELL

SEPTEMBER 16, 2020
TEXT 214.995.6904 TO RSVP
THE ZOOM INVITE WILL BE SENT TO YOU

Bryan's House

JUBILEE SOCIETY
of
BRYAN'S HOUSE

NEW J-CONNECT SERIES

GUEST SPEAKER
KIMBERLY
SCHLEGEL-WHITMAN

TOPIC: NEW TRADITIONS AT THE TABLE

SEPTEMBER 16, 2020 @ NOON
TEXT 214.995.6904 TO RSVP
THE ZOOM INVITE WILL BE SENT TO YOU

Bryan's House