

A black and white photograph of a dense forest, likely coniferous, shrouded in thick fog or mist. The trees are silhouetted against a bright, hazy sky, creating a sense of depth and mystery. The foreground is darker and more textured, while the background is lighter and more ethereal.

**EDUCATION | SUSTAINABILITY | ACHIEVEMENT**

PR & Communications Support

**Connect Fund**



# Project Overview

## Capacity-building

Foundational pieces such as key messaging and social media templates will allow the organization to continue the work after our collaboration ends.

## Brand Positioning

New sub-branding specifically targets donors and external audiences that need to be reached to support the work the Connect Fund does.

## Fundraising Event

On June 17, 2025, we gathered with the Connect Fund team and volunteers to host a dinner party for donors and raise funds to provide more people access to the health care they need.

The Connect Fund is a non-profit organization that funds access to gender-affirming and transition-related care for trans, non-binary and gender-diverse people in Ontario and Alberta. It was created in response to increasing gaps in care, long waitlists and financial barriers that prevent individuals from accessing the support they need. With thousands waiting and provincial coverage varying widely, the Connect Fund helps bridge these systemic gaps by directly funding essential care, including hormone therapy, counselling and surgery. The goal is to offer timely, compassionate support, ensuring every person can move forward with dignity, safety and the care they deserve.

We partnered with the Connect Fund to support their fundraising efforts. Specifically, we collaborated on developing messaging, a sub-brand and communications materials leading up to a fundraising event held in Toronto in June 2025.

We provided day-of support at the event, which gathered over 50 potential donors from the area and raised over \$20,000 for the organization.

Not-for-profit organizations face several challenges to accessing sustainable funding to guarantee and expand their operations. We're proud to support organizations with such a strong sense of purpose.

# PR Process

## Key Accomplishments

### Key Messaging

A first step for this project involved development of clear and compelling key messaging. Donors constitute a separate group with different preferences and needs than the Connect Fund's main target audience: Trans and non-binary people in need of gender-affirming care.

To meet this need, we developed a key messaging document that outlined the tone and narrative that the Connect Fund can use to address donors across channels.

### Sub-brand Guide

As with the messaging, the Connect Fund's visual identity was customized for a new audience. For this reason, our team developed a new sub-brand that was used to create a variety of content.

### Tri-fold Brochure for Donors

We proposed creating an evergreen, central document with information for donors. The tri-fold brochure was given to guests at the fundraising event, but it also works for mail-outs, future events and networking opportunities.

We supported by developing the content, layout and design of this piece.

### Event Invitation

We supported the Connect Fund in developing and sending a "Save the Date" notice and invitations to potential donors and sponsors.

### Media Release and Outreach

As part of the fundraising campaign, we used the key messaging to develop a release to increase the organization's reach through traditional media.

We then pitched the story to a series of journalists from a curated media list developed for this project.

### Day-of-Event Support

On June 17, one member of our team travelled to Toronto to support the event. We provided the client with a variety of services, like supporting logistics, welcoming guests, setting up the audio and video and preparing the merchandise.

### Event Photography

Our team also provided event photography for the fundraiser. This helped the organization expand their library of curated pictures for future content.

Additionally, these pictures were used to follow up with the attendees, thank them for their support and remind them of further ways to support the Connect Fund's mission.





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