

Structure - each block is a different webpage

Aa Web page	≡ Content
<u>1. Home</u>	<p>Structure of Home page:</p> <ol style="list-style-type: none"> Mission 1. A one liner mission statement that simultaneously captures exactly what you do and how you can serve your audience. E.g. 'Your platform for social innovation' 'Unlocking routes to social impact'. 2. Should be the first thing you see on the website. Values 1. The values that guide what you do - Inspirational Vision Creative Connection Transformational Action. What we do 1. While I like the copy that's written in the Who/What/How section, it feels a bit clunky alongside the rest of the homepage. 1. What we do 1. Projects (insert copy) 2. Research (insert copy) and link to the Publications webpage 3. Consultancy (insert copy) 2. Explore our work 1. ~5 different boxes denoting a different theme that can be clicked through to the theme in question 4. About/Bio 1. Maybe a photo of yourself and a little bit of background about who you are, your background, why you felt called to create the foundation, your experience.
<u>2. Our Work</u>	<ul style="list-style-type: none"> • This would be a combination of Research/Projects/Consultancy that is divided by theme - themes are tbd but examples could be: Racial Justice, Mental Health, Youth Work. • By dividing by topical theme, you're walking the person looking at the website through the heart of what you're doing, the people you represent, the issues you have expertise in, the values you stand for - not just the 'what' but the 'why'. • I would suggest no more than 6 themes that you could click through one at a time, which would take you to a separate page showcasing a list of projects/partnerships/research under that theme. This list would discuss the issue that was in question, where it took place, whether it was research/consultancy/project, and the impact it had.
<u>3. Impact</u>	<p>3. Impact</p> <ul style="list-style-type: none"> • If possible, this would list some testimonies from previous partners/beneficiaries of your projects. Testimonies that would ideally capture the impact that your work had on their organisation regarding social change/innovation/equalities etc. • You could also list the stats that you have in the Projects section of your home page describing the number of people / countries / projects / etc. that you've had an impact on.
<u>4. Publications</u>	<p>Embedded links to the publications/research that Adora Foundation has been involved with.</p>

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<u>5. Observatory</u>	<ul style="list-style-type: none"> • Blog-style layout of different articles potentially? Embedded gateway to Flipboard? • Would begin with an introduction into the observatory and its purpose - keeping an eye on innovation trends, why it's important we look to the future for our solutions, how this facilitates Adora Foundation's mission.
<u>6. Work with Us</u>	<ul style="list-style-type: none"> • Instead of the Contact Us link immediately taking you to the email address, have a list of services you offer or what potential opportunities for partnership could look like - who have you worked with? Businesses, universities, schools, charities, government agencies, etc. • You could have an enquiry form embedded in the website to make it easier for people to contact you.