



**FARESTART**  
**GREAT FOOD · BETTER LIVES**

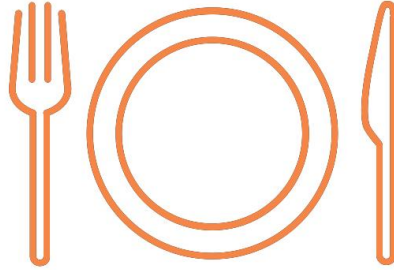
Lia, Erina, Kay, & Heather

**Who**

**They Are**



Nonprofit organization that has multiple program partners, sponsors, and takes donations from the public.



Trains individuals struggling to find or keep a job in the food services. Employs them in prestigious full service cafes and restaurants.



Gives back to the community by providing healthy meals for low income areas and schools.

**Great Food.  
Better Lives.**

Transform homelessness,  
hunger, and poverty into  
human potential

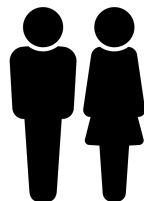
# Audiences

# Primary Audience



## Community

- Dine
- Donate
- Volunteer
- Fundraise
- Spread word



## Adults

- Programs
- Apprenticeships
- Help find jobs
- Support



## Students

- Programs
- Training
- Support

# Secondary Audience



## Businesses & Organizations

- Donate
- Hire graduates
- Program support
- Volunteer events



## Schools

- Provide healthy, nutritious meals
- Recruit students for programs



## Community Places

- Provide healthy, nutritious meals



# Relationships



## Students

Support and  
transformation



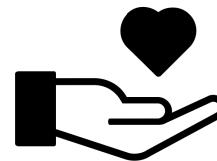
## Community

Social good and  
high quality dining



## Business

Win-win  
situation with tax  
exemptions



## Services

Empathy, care,  
and dedication

# Brand Identity Analysis

# Mission Statement

“We provide a real solution to some of our society's most pressing challenges— homelessness, joblessness, poverty and hunger” **Instagram**

“When you invest in people and build community, you transform homelessness, hunger, and poverty into human potential”  
**Facebook**

“We transform homelessness, hunger, and poverty into human potential” **Website**

“FareStart provides job training and placement for adults and youth experiencing poverty and homelessness.” **Twitter**

“Providing real solutions to poverty, homelessness, and hunger” **Website**

# Engagement

**Donate:** “Your contribution is not just a gift to transform a person’s life, it is an investment in a model for real social progress”

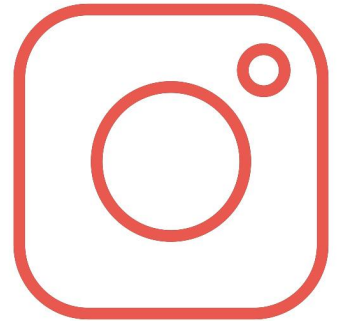
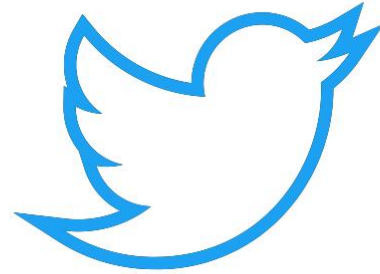
**Volunteer:** “Even our volunteer programs were designed by volunteers to offer great opportunities to make a real difference”

**Events:** “Food is the tool we use to transform the lives of our students, and food is the tool we use to bring the community together to celebrate our impact”



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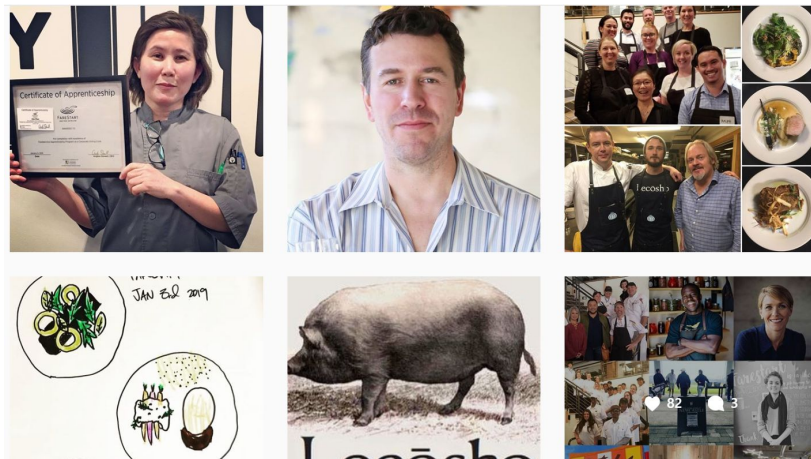
# Social Media



# Facebook



# Instagram



# Twitter





# Website Analysis

## Maslow's by FareStart shows the love

January 28, 2019



This month is full of delicious specials!

For Valentine's Day, we are offering a three-course prix fixe menu during dinner on Thursday, February 14 and Friday, February 15. Enjoy dishes like our Braised Lamb Shank, Coq au Vin or the Butternut Squash Ravioli while sipping on [read more...](#)

## "Everyone treats you well here."

January 28, 2019



Hieu sat at a table, near Rise by FareStart, in her Foodservice Apprenticeship uniform. She was eager to talk and [read more...](#)

## Blog categories

- Community
- Eateries
- Events
- News
- Programs

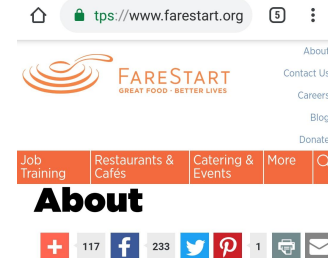
• [See All Categories](#)

## Blog archives

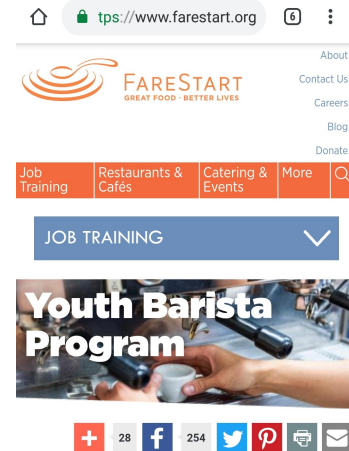
- July 2017 (1)
- October 2017 (1)
- November 2017 (1)
- January 2018 (1)
- March 2018 (1)
- June 2018 (1)
- July 2018 (3)
- August 2018 (6)
- September 2018 (1)
- October 2018 (4)

1 2 next last [see All Archives](#)

## Blog Posts



## About



## Desktop v. Mobile

We can help you with the tools, training and support you need to get a good job. Our Youth Barista and Customer Service Training Program was built around the needs of young

# Design Opportunities

01

**Improved Layout & Type:** Hierarchy, menu, grid & consolidation of information

02

**Sentimental Photos:** Anecdotal stories of both individuals & food

03

**Cohesion of Mission Statements:** Same Mission statement across all platforms

# References

## The Noun Project

- building by Minh Do
- School by David
- Community by Wilson Joseph
- student by Wilson Joseph
- services by Wing
- people by Adrien Coquet
- Shelter by Adrien Coquet
- School by David
- holding hands by Jordan Ivey
- Food by Sergey Novosyolov
- Give Love by Bonnie Nguyen
- Instagram by Ashar Ismail
- Facebook by Rivda
- Twitter by Blemmie