



GoochlandCares Key Brand Elements

BRAND STATEMENTS

MISSION STATEMENT

The mission of GoochlandCares is to provide basic human services and health care to our Goochland neighbors in need.

VISION STATEMENT

GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being.

COPY

Full name: GoochlandCares Free Clinic and Family Services

Common usage: **GoochlandCares**

The "G" and the "C" are capitalized. There is NO space between "Goochland" and "Cares". Spell out the word "and". Do NOT use an ampersand.

WEBSITE/FACEBOOK

www.GoochlandCares.org

www.facebook.com/goochlandcares

BOILERPLATE

GoochlandCares is a private, 501(c)(3), non-profit organization that provides basic human services and health care to our Goochland neighbors in need. GoochlandCares envisions an equitable community in which all persons have their basic needs met, empowering them to lead lives of self-dignity and well-being.

DONATE

www.bit.ly/DONATEGoochlandCares

or

www.GoochlandCares.org/donate

CONTACT

Adair Frayser at afrayser@goochlandcares.org or 804-556-0301

PROGRAMS

PROGRAMS – this is the correct way to refer to our 12 programs

- Medical Care • Dental Care • Mental Health Care • Transportation Services • Food Pantry
- Clothes Closet • Case Management • Financial Assistance-VITA • Critical Home Repair
- Emergency Housing • Sexual and Domestic Violence Services • GED/ESL Education