



MEDIA GUIDE

NAME:

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.

Best practice:

Use the full name when referring to the organization for the first time in an official document. Most commonly, just GoochlandCares is used.

ADDRESS:

Mailing address: 2999 River Road West, Goochland, VA 23063

Physical address: 2999 River Road West, Goochland, VA 23063

Main Phone: 804-556-6260 Clothes Closet: 804-556-0202

MISSION

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

VISION

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.

PROGRAMS – the correct way to refer to our 12 programs (proper nouns), use initial caps and spaces between words as shown:

- 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

When referring to one program by its name, treat as a proper noun. If you use “the” in front of the program name, it should NOT be capitalized unless it is the first word of the sentence.

Example:

“Once I registered at GoochlandCares, I could shop at the Food Pantry once a week.”

OR “I get school clothes for my boys at the Clothes Closet.”

BUT “The Food Pantry serves 200 families every week.”

It is acceptable to use the word “program” behind the actual program name.

Do NOT capitalize the word “program”.

Example:

Preferred: “Critical Home Repair completed 7 projects last month.”

Acceptable: “Last month, the Critical Home Repair program completed 7 projects.”

Preferred: “In 2016, Emergency Housing helped 23 families in crisis stay safe.”

Acceptable: In 2016, the Emergency Housing program helped 23 families in crisis stay safe.”

In a paragraph, we also use the term Free Clinic when referring to health care.

Example:

“Without the Free Clinic, I would not have my high blood pressure under control.”

Health care – we write this term as 2 words, lower case – health care - used as a common noun with adjective.

BRAND PROMISE

GoochlandCares delivers quality, client-centered services with compassion and dignity.

EXECUTIVE STAFF

Executive Director	Sally Graham	sgraham@goochlandcares.org
Development Director	Adair Frayser	afrayser@goochlandcares.org
Clinic Director	Adina Keys	akeys@goochlandcares.org
Finance Director	Alison Smith	asmith@goochlandcares.org
Chief Operating Officer	Diane Reale	dreale@goochlandcares.org

MEDIA RESOURCES at: www.goochlandcares.org/media-resources

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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. Visit www.GoochlandCares.org or contact Adair Frayser, 804-556-0301, or afrayser@goochlandcares.org. Find us on Facebook at facebook.com/goochlandcares.

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