

ELDERHOMES

Brand Position Recommendation
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OVERVIEW OF PROCESS

ElderHomes partnered with JHI to articulate its Brand Position, as the initial step in the development of a new name for the organization. The process for developing the Brand Position included:

- _ A review of ElderHomes Strategic Planning Goals for 2010–2013
 - _ A review of the LISC Organizational Assessment for ElderHomes
 - _ A review of the Organizational Assessment conducted by Marcy Horwitz & Associates Inc.
 - _ A review of current communications tools
 - _ A half day of on-site visits to homes being weatherized and rehabilitated, a completed ramp installation, an “in-fill” project in Church Hill and new affordable housing in Henrico
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The process also included:

- _ Individual interviews with Key Staff
- _ Individual interviews with selected current and past Board Members
- _ Individual interviews with partner organizations who use ElderHomes’ services or provide funding
- _ Individual interviews with Donors
- _ Group discussion with ElderHomes Directors

KEY FINDINGS

ElderHomes is perceived as a stable, well-run and respected non-profit community development corporation that reliably delivers on its promises. It is known for doing good quality work and dependably achieving results. Management and staff are seen as competent and dedicated.

ElderHomes occupies a unique niche not served by other local non-profit organizations: providing home repairs and improvements at no cost to qualifying low income homeowners, with seniors as a primary focus. While those familiar with ElderHomes know it offers other services, this is most often seen as its core business, and helping low income seniors seems to be a strong motivator for many in supporting or doing business with the organization.

ElderHomes staff and volunteers care deeply about helping people and making a meaningful difference in individual lives; staff members feel a personal connection with the clients they serve and have a sense of pride in the often difficult work that they do. This passion unites the organization and is recognized and highly valued by those who come in contact with it, and seen as a unique and valued differentiator for the organization.

The name “ElderHomes” has equity in that it is known by those who currently do business with or support the organization, particularly government agencies and corporations; however, most believe the name is misleading, even limiting, and no longer an accurate reflection of the services the organization provides. Awareness and support of ElderHomes among the general public and potential individual donors is believed to be low, and there is a sense that more effort should be made to reach these audiences.

RECOMMENDATIONS

The core Brand DNA of ElderHomes wraps around two primary components: a passion for helping people in need and “home improvement” as the primary focus for delivery of that assistance. “Home improvement” is seen as a distinctive and valuable differentiator, both internally and externally, and sets ElderHomes apart from other non-profits who may pursue larger scale housing developments and from non-profits like Habitat for Humanity who may build single homes or rely primarily on volunteers.

As ElderHomes moves forward, these two Brand DNA attributes provide a strong foundation for the future, and can help guide decision making as the organization evaluates opportunities for growth. Is it true to our passion for making a difference in individual lives? Is it focused on **improving** the place called “home”, whether that place is a single family home, a community or multi-unit housing?

The Brand Position is built on this Brand DNA; it is specific yet also serves as a platform that allows ElderHomes to expand or change the range of services it provides. It reflects who the organization is today, yet also facilitates the pursuit of future opportunities and aspirations. It can be easily communicated to stakeholders, from staff to volunteers to government agencies, corporations, individual donors and the general public.

Most of all, it is a simple, clear and compelling statement that recognizes and unites the passion of staff and volunteers under a shared sense of purpose.

BRAND POSITION

ElderHomes
Improving lives by improving homes.

Statement of Purpose

ElderHomes improves the lives and living conditions of people in need in Central Virginia by making critical home repairs and improvements, and by building high quality, affordable homes.

IMPROVING LIVES:

We help people in need to remain in their homes and comfortably age in place; we improve accessibility and safety in the homes of the disabled; and we help to revitalize communities by building attractive, energy efficient, affordable homes.

IMPROVING HOMES:

Weatherization

Our Weatherization program improves lives by improving comfort and safety, while reducing heating and cooling costs by an average of 30%. We conduct whole house pressure testing and use advanced insulation techniques to improve overall energy efficiency. We also conduct heating and cooling safety inspections, and repair or replace antiquated or faulty systems.

Rehabilitation

Our Rehabilitation program improves lives by making critical home repairs and accessibility modifications. We hire and supervise the work of independent contractors for major repairs like roof repair and replacement; plumbing, heating and air conditioning systems, and to address structural problems. Our Renew Crew volunteer program tackles smaller projects and builds wheelchair ramps, installs grab bars and ADA toilets, repairs porches and floors, clears overgrown -yards, demolishes unsafe outbuildings and cures code violations.

Revitalization

Our Lifetime Homes program improves lives by helping to revitalize struggling communities. We set a quality standard for new development in older neighborhoods: preserving existing housing by renovating blighted homes; building architecturally appropriate, affordable and energy efficient “in-fill” single family homes; and developing multifamily and senior housing.

Conservation

ElderHomes promotes the use of energy conservation products and techniques that improve comfort while reducing energy costs and environmental impact. Conservation Strategies, a wholly owned subsidiary of ElderHomes, provides energy conservation products, energy audits and lead assessment services to individuals, professionals, government agencies and other organizations. Profits from Conservation Strategies help to support ElderHome’s mission and programs.

CORNERSTONES OF THE BRAND:

Weatherization

- _ Improving comfort and safety
- _ Reducing energy costs
- _ Utilizing innovative techniques

Rehabilitation

- _ Improving structure, functionality and accessibility
- _ Conducting critical home repairs
- _ Utilizing Renew Crew volunteers

Revitalization

- _ Improving neighborhoods
- _ Preserving existing homes and building new
- _ Setting quality standards for affordable housing

Conservation

- _ Improving energy efficiency and lowering cost
- _ Encouraging environmental responsibility
- _ Generating financial self-support