

Study, Market, Train and Showcase: Brand Deck Example

Licensed Under Creative Commons Attribution-NonCommercial 4.0 International

This template is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0).

You are free to:

- **Share** — copy and redistribute the material in any medium or format.
- **Adapt** — remix, transform, and build upon the material.

Under the following terms:

- **Attribution (BY):** Credit must be given to Beacon Climate Innovations LLC, T.R.U.E Collective
- **NonCommercial (NC):** Only noncommercial use of this material is permitted. Noncommercial means not primarily intended for or directed toward commercial advantage or monetary compensation.

Learn more: <https://creativecommons.org/licenses/by-nc/4.0/>

BY: Credit must be given to Beacon Climate Innovations LLC, T.R.U.E Collective

NC: Only noncommercial use of your work is permitted.

About: This brand deck was created by T.R.U.E Collective to communicate their identity, mission, and programs to potential partners, funders, and community members. It highlights their core values, community focus, and flagship initiatives, including youth development, workforce training, and DEI efforts. The visual narrative positions T.R.U.E Collective as a bold, inclusive, and mission-driven organization advancing equity and opportunity in Taunton, MA.

Usage Description: Use this deck as a reference when building your own organizational brand presentation. It is especially helpful for:

- Telling your origin story and showcasing your values
- Explaining who you serve and what makes your approach unique
- Highlighting program outcomes and community impact
- Pitching to funders, sponsors, or civic collaborators



T.R.U.E.

DIVERSITY

TRUST. REFORM.

UNDERSTANDING. EQUITY.

Who is T.R.U.E.?

T.R.U.E. is a grassroots civic and social organization dedicated to providing preventative programming, advocate for diverse resources, events and cultural exposure within our communities. Working together with community partners we help expose systemic barriers and disparities affecting BIPOC youth and underserved families to improve life outcomes and responses to adversity.

Addressing gaps in education, mental health, finance and policies by providing school-based consultations, evidence based direct-to-youth mentoring through social emotional programming- teaching valuable life skills, strengthening relationship building skills and fostering strong qualities of character, work ethic, reliability, and leadership. Youth workforce development- supporting personal strengths, growth mindset, developing resiliency skills and increasing self-sufficiency.

Who we Serve?

T.R.U.E.'s audience encompasses community members and individuals in Massachusetts from diverse backgrounds, emphasizing inclusivity and unity. The preventative programs created like our TOGETHER Youth Program serves as a vital bridge connecting our organization to the community by focusing on the empowerment and enrichment of young minds. Through educational workshops, cultural events, and community outreach initiatives, we forge a direct connection with families, schools, and local organizations.

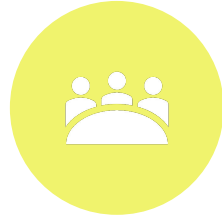
To effectively reach our audience, we employ a multifaceted marketing approach, utilizing social media platforms, community partnerships, and targeted outreach efforts. By aligning our messaging with the values of our diverse community, we aim to create resonance and engagement, fostering a sense of shared purpose and belonging.

Values



COMPASSION

We acknowledge each others' perspectives and where others are in the journey. We communicate in an open and truthful way that is supportive, and constructive.



TEAMWORK

We leverage our resources, foster collaboration and create an environment where voices are heard. Our members feel they have a seat at the table. We serve as an extension of our communities.



EMPOWERMENT

We encourage our members to initiate and act on productive and positive ideas. We provide guidance and support; help enable connections and clear a path for success.



ACCOUNTABILITY ACTION ORIENTED

We challenge and hold each other accountable in our growth. We deliver on our promises to our audiences and partners in the community and ask they return in kind.



We are committed to activate and create sustainable, tangible change. We are alert to opportunities and challenges and move strategically. No action is too small, no task too large.

Approach

DIVERSE		SINGLE PERSPECTIVE
TEACHING		PREACHING
CO - CREATING		AUTHORITY
EMPOWERING	N	DICTATING
COLLABORATIVE	O	DEMANDING
CELEBRATORY		ONLY TOUGH ISSUES
CHALLENGING	T	ADVERSARIAL
MOBILIZING		OVERSTEPPING

Pillars

Public Education Support (K-12)

We are about:
~ Partnering with TPS to promote cultural immersion, effective family & community engagement and student success
~ Free or cost effective resources
~ Understanding Federal / State compliance

We are not: Creating curriculum but have the resources to do so if needed to collaborate.
-

Community Engagement

We are about: Community listening & engagement
~ Cultural programming/events, inclusive celebrations
~ Connection, collaboration with other local groups and bringing resources together.
-

We are not: Only about singular issues (racism, police reform, social justice)
~ Representative of or spokespeople for other local groups
-

Group Member Empowerment

We are about: Opportunities for cultural self-education, celebration, and activism, on a broad range of diversity & inclusion topics.
- Guidance, direction, resources and support for members to act and serve in the community.

We are not: Oversight for individuals and their personal activism
-

Local Government Participation

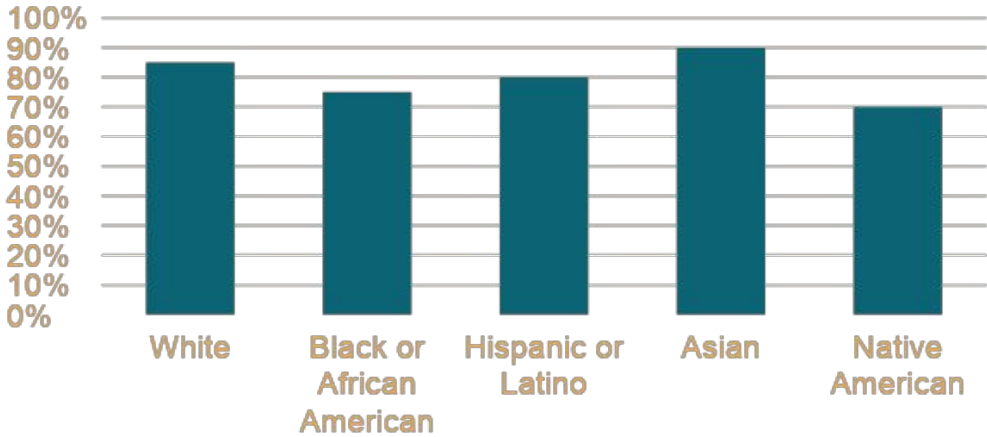
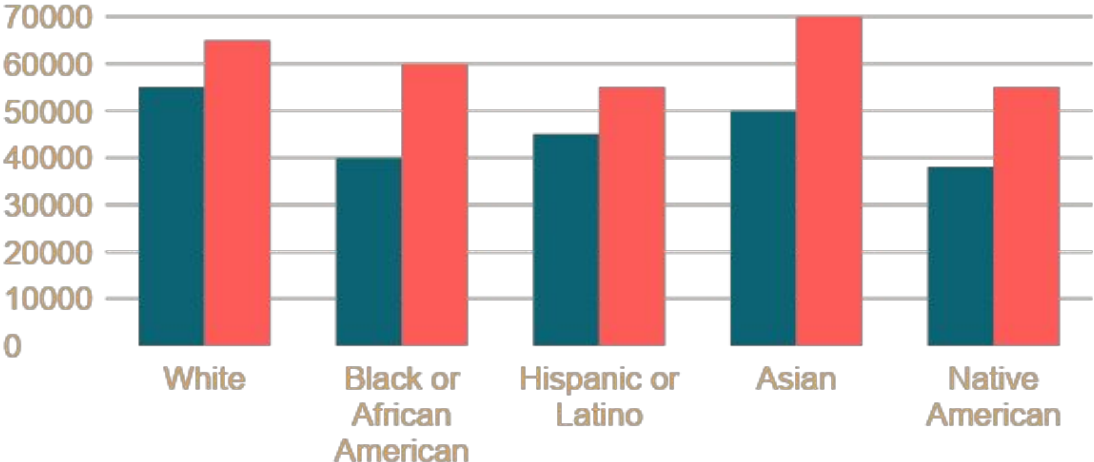
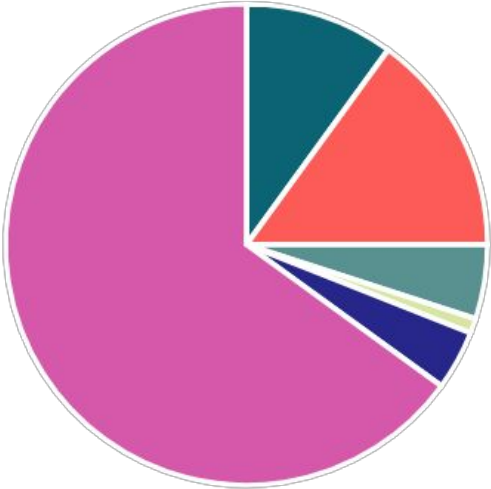
We are about: Awareness, commitment, communication and connections between groups around D&I initiatives
~ Helping to inform T.R.U.E.. members around opportunities to participate, serve, and volunteer
-

We are not: Affiliated with or sponsor of any one political party, local or state representative, or government official
-

Bristol County – Taunton, MA

BIPOC

Demographics



Social Challenges Faced by Taunton's BIPOC Community

Social Challenges	T.R.U.E.'s Programs
Limited access to educational resources	TOGETHER Youth Program: Provides educational workshops and support
Economic disparities and job opportunities	R.E.A.D.Y. Workforce Development: Equips youth with vocational skills and job opportunities
Lack of cultural representation and inclusivity	Cultural events and community outreach initiatives
Barriers to accessing mental health services	Social and emotional programming for youth
Limited community engagement and empowerment	Collaborative partnerships and community outreach efforts

The Importance of DEI

Diversity, Equity, and Inclusion (DEI) are vital for fostering innovation, resilience, and social justice within communities and organizations. They enhance performance, engagement, and well-being by leveraging diverse perspectives and addressing systemic inequities.

T.R.U.E. champions DEI through grassroots initiatives, collaborative partnerships, and advocacy efforts. Programs like T.O.G.E.T.H.E.R., L.E.E.A.D., and E.L.I.T.E. Connect address disparities and create opportunities for underrepresented individuals. T.R.U.E. educates, advocates, and role models inclusive practices, driving meaningful change for a more just and equitable society.



T.O.G.E.T.H.E.R Youth Program



The T.O.G.E.T.H.E.R. Youth Program aims to empower young minds through teamwork, opportunities, growth, education, training, hope, empowerment, and resilience.

Methodology:

We provide educational workshops, mentorship, and community outreach initiatives to foster personal growth and leadership skills among youth.

Impact:

The program has seen positive outcomes in youth development, including improved self-confidence, academic performance, and community engagement.

Achievements:

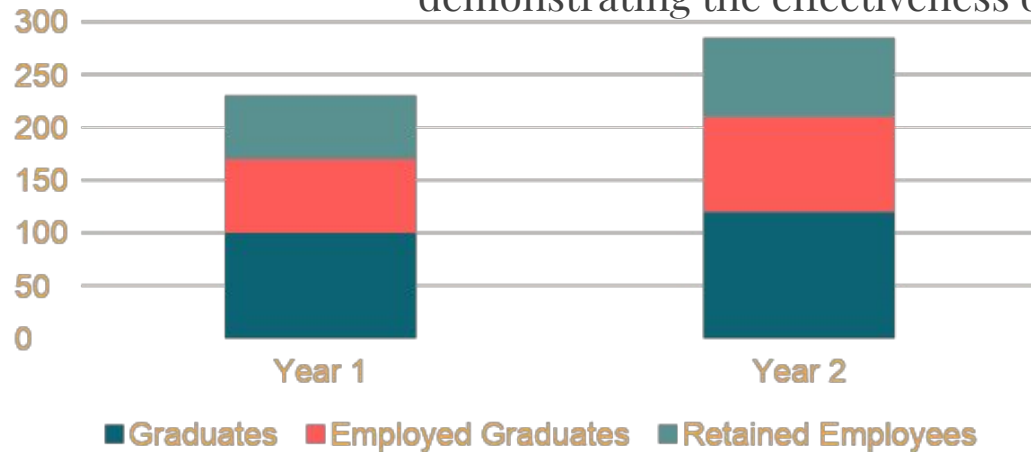
Highlight specific achievements of the T.O.G.E.T.H.E.R. Youth Program, such as increased graduation rates or successful community projects led by participants.

Youth Workforce Development - R.E.A.D.Y.

R.E.A.D.Y. (Restorative Economic Advancement for Diverse Youth) aims to equip at-risk youth with emotional support and vocational skills for employment.

We partner with 25 local businesses and educational institutions to provide practical training and job opportunities for program participants.

Participants show higher employment rates and reduced risk behaviors post-program, demonstrating the effectiveness of R.E.A.D.Y.



Post-program evaluation shows a 50% higher employment rate among READY participants compared to the baseline.

READY has led to a significant decrease in risk behaviors among participants, contributing to safer and healthier communities.



Restorative Economic Advancement for Diverse Youth

John, a participant of READY, secured a full-time job as a mechanic at a local auto repair shop, marking a significant milestone in his journey towards economic stability.

Maria, another READY graduate, completed vocational training in culinary arts and now works as a sous chef at a renowned restaurant in the area.

L.E.E.A.D. Initiative

The L.E.E.A.D. (Leadership Entrepreneurship Energy Advancement Diversity) Initiative prepares BIPOC individuals for opportunities in the clean energy sector.



We focus on developing leadership and entrepreneurial skills tailored to the clean energy industry's needs.

Highlight the growth projections and workforce demand in the clean energy sector, underscoring the importance of L.E.E.A.D. in addressing this gap.

E.L.I.T.E. Connect Program

The E.L.I.T.E. (Educational Learning Initiative for Tech Empowerment) Connect Program enhances technology and financial literacy among older adults and migrants.

We offer interactive workshops and personalized learning plans to help participants develop digital literacy skills.

Discuss how the program promotes inclusivity and connectivity within the community by empowering individuals with digital skills.



TRUE Diversity's Unique Approach

- Our network spans over 50 community organizations, fostering broad-scale collaborative impact for diversity, equity, and inclusion.
- Programs are developed based on proven methodologies, with continuous evaluation for effectiveness and improvement.
- Our multi-faceted approach has led to a 40% overall improvement in community well-being indicators, showcasing the breadth of our impact.

Sponsorship & Support

Program | Event | Community Outreach | Scholarship | Resource
Branding and Recognition | Partnerships

Benefits of Partnering with T.R.U.E.

Brand Visibility:

- Enhanced brand exposure through association with T.R.U.E.'s reputable programs and events.

Community Engagement:

- Opportunities to engage directly with diverse communities and make a meaningful impact.

CSR Alignment:

- Alignment with corporate social responsibility goals by supporting initiatives focused on diversity, equity, and inclusion.

Donation Impact

Through generous donations, T.R.U.E. can make a tangible difference in the lives of individuals and families, fostering positive change and empowerment within the community.

- Expand Programs: Donations fuel program expansion.
- Wider Reach: Funds enable outreach to underserved populations.
- Boost Resources: Donations provide essential resources.
- Community Transformation: Generous donations



Empower Change

Join T.R.U.E. in Building a Brighter Future

Sponsorship: Become a sponsor and help fund our programs.

Development Project: Additionally, consider supporting our development project aimed at creating a community center. Your contribution will help establish a hub for education, support, and empowerment in underserved areas.

Volunteering: Get involved and make an impact by volunteering your time and skills.

Spreading Awareness: Share our mission with your network and help amplify our message of diversity, equity, and inclusion.