



## COMMUNITY BUILDING

American College of Physicians  
 The Andrew W. Mellon Foundation  
 Children's Aid Society  
 GMHC  
 Greater New York Hospital Association  
 Hope's Place  
 IPRO  
 JDRF  
 Koinonia  
 Lutheran Social Services of New York  
 Metro YMCAs of The Oranges  
 New Jersey Symphony Orchestra  
 Reading Health System  
 Rockefeller Foundation  
 Safe Water  
 Synergos

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## South Bronx Rising

# Impact

**We use this tool all the time to communicate the core messaging to our partners and donors. It quickly conveys the theoretical concept of "collective impact" while also providing specifics of our approach in the South Bronx. It's better than a 50-page positioning paper.**

**ABE FERNÁNDEZ**  
 Co-Director, South Bronx Rising Together,  
 and Director of Collective Impact,  
 The Children's Aid Society.

Bronx Community District 3 has a rich cultural history, yet it is in the poorest congressional district in the nation. South Bronx Rising Together is a collaborative network of program providers and community stakeholders. The infographic we created defines the core issues for the South Bronx that informs community leaders and donors of the situation at hand, while sharing the vision of the South Bronx as a vibrant and safe community.

**What**  
 STRATEGY  
 We will create a South Bronx community that is college- and career-ready by leveraging the expertise of a network of community members and service providers to support the lifelong success of our children and youth.

**Where**  
 Bronx  
 Bronx Community District 3

**Why**  
 Bronx Community District 3 has a rich cultural history with many strong partners and visionary community leaders, yet...  
 In the nation's poorest congressional district  
 83.2% of children born into poverty  
 4 of 5 third graders read below grade level  
 1 of 5 graduates high school ready for college and career  
 Highest unemployment rate in the state

**How**  
 FROM ISOLATED IMPACT TO COLLECTIVE IMPACT  
 RED VISION + INFORMED ACTION = COLLECTIVE IMPACT  
 Create collaborative networks for each priority goal  
 Identify strengths and share best practices  
 Implement collaborative projects  
 Measure progress and improve continuously

**7 Goals**  
 WITH MEASURABLE INDICATORS  
 All Are Healthy  
 All Are Ready for Kindergarten  
 All Succeed in School  
 All Contribute Positively to the Community  
 All Graduate High School Ready for College and Career  
 All Attain a Post-Secondary Degree or Credential  
 All Begin a Career

**Proof**  
 COLLABORATING FOR A BETTER SOUTH BRONX  
 South Bronx Rising Together seeks to replicate partnerships like Career Network Healthcare, a career exploration and training program operated by Phipps Neighborhoods, Montefiore Health System, and Hoeses Community College. The program helps South Bronx youth gain employment in the healthcare field and has seen 65% of its student's placed in jobs or enrolled in a post-secondary or credential program.

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## Reading Health

# Lead

**I wish that all of our other nonprofit organizations would communicate in such a forthright, understandable manner.**

### READING COMMUNITY LEADER

Reading Health System's capabilities as a leader in regional healthcare are extensive, yet they have been perceived as a small community hospital. The annual report changed this impression by underscoring leadership and inspiring community involvement. A magazine-style format showcases the Hospital's signature services, world-class care, state of art facilities and financial contributions of over \$182 million to the community. We took complex messaging and communicated it in simple terms.

THE READING HOSPITAL AND MEDICAL CENTER  
 2012 ANNUAL REPORT  
**Leadership**  
 OUR VISION FOR REGIONAL HEALTHCARE DELIVERY

## IPRO

# Revitalize

**We've found remarkable support company-wide for the rebranding. The tagline has been especially well received; I think it underscores our sense of mission, and reinforces the pride employees feel about our organization.**

**SPENCER VIBBERT**  
 Vice President, External Affairs, IPRO

IPRO, one of the nation's largest independent, not-for-profit healthcare consultants, had outgrown its roots as a small county-based organization. The company needed a cohesive brand to articulate capabilities, drive business and meet goals. We created the tagline "Improving Healthcare for the Common Good." The new logo, identity system and website made IPRO more attractive for recruiting top talent, and created a united front for the wide range of service offerings. The IPRO communications won the Apex Award for Excellence, the TM Trademark International and the American Design Award.

**IPRO**  
 Improving Healthcare for the Common Good

Improving Early Intervention (EI) Services  
 IPRO's comprehensive quality improvement initiative...  
 See the plan, the steps of success and success...  
 Performance Measurement  
 The annual report...  
 4,300

## GMHC

# Connect

**The GMHC annual report is extremely valuable when I meet one-on-one with donors. The important work we do at GMHC can be very abstract, and the design expresses how real people are affected by the work we do.**

**JANET WEINBERG**  
 COO, Gay Men's Health Crisis

GMHC provides services to more than 15,000 men, women and families living with, or affected by HIV/AIDS in New York City, and advocates for scientific, evidence-based public health solutions worldwide. We developed the theme of "The Web of Truth" to encapsulate the broad range of services and advocacy offered by GMHC. The GMHC report won the Communicator Award of Distinction and the Apex Award for Publication Excellence. It is featured in *Designing for the Greater Good: The best in cause-related marketing and nonprofit design* (HarperCollins).

web of truth 2008 annual report GMHC

## Koinonia

# Inspire

**The excellent work on our image enlivened our users and donors. Koinonia is now soaring into the future.**

**REV. ROBERT G. WOLLENBURG**  
 Board Member, Koinonia

Koinonia, a spiritual and education center in upstate New York, had a strong heritage with a weak identity. Their overall strength as a place for spiritual growth, reflection and renewal was overshadowed by its reputation as just a Christian summer camp. We created a new identity and two capital campaigns. The Koinonia logo is featured in David E. Carter's *Logos 2.0 Re-Designs*. The new brochure won the American Graphic Design Award.

**KOINONIA**  
 reflect. connect. discover.

Transforming Koinonia  
 reflect connect discover