



Case Study: Open Kitchen

Old Logos

Maidenhead's
openkitchen

Open Kitchen's
foodshare

"Pimped" Logos

Open Kitchen

Open Kitchen
FOODSHARE

Introduction

Maidenhead Bridge Rotary first become involved with Open Kitchen in the summer of 2012 after a presentation to the club about their work.

Moved by what the charity was offering we decided to support them, not only in a hands-on-volunteering capacity but also by helping them to improve their brand and marketing collateral.

We could see what they were trying to do and so Open Kitchen became our first "pimp" project.

Objectives

- Improve the charity branding
- Create a consistent image
- Source new imagery
- Create new collateral e.g. logo, flyers, pull-up banner



Strategy

Using our members' skills and expertise we have revitalised and modernised the brand of Open Kitchen, making it fresh and clear. This allows for the message of the charity to be seen more prominently whether it's on a t-shirt, flyer or donation box.

The re-branding included creating sub-brands to highlight all the different services they provide including a Food Kitchen, Sandwich Run and FoodShare. This ensured that the main charity name, Open Kitchen, was displayed every time a service was being promoted.

We have also worked with them to strengthen their marketing message to help them reach out to a wider audience to enable them to support more local families who cannot afford to feed themselves.

Not only have we worked with the charity on design, branding and marketing we have also supported them at several events. Booking open-air spaces and creating exhibition stands to enable them to talk direct to local people about the work they do.

What the charity says...

"I was thinking back on what happened during the year recently, and wanted to share with you one thing that struck me. I am not sure if we would have been able to continue with Foodshare if you had not stepped in to help us when you did. Please can you let everyone at your club know how much we appreciate your help and how much comfort and hope they are bringing to people in quite dire situations."

"A typical example was an email I got last Friday from a pensioner who lives with his sister, who has cancer and who had spent all their money getting her to hospital for treatment. They had run out of money and were not going to be able to eat until Wednesday. Because you helped keep Foodshare going, they were able to get food that day. His email of thanks said "it is nice to know there are still some people who care"."

Nigel Cohen
Charity Founder

Would you like our help?

Simply visit www.maidenheadbridgerotary.org.uk/pimpmycharity and complete the online form telling us what you need help with.