

'Bronx Works Rocks' a new look for not-for-profit

Did you know that there are 1.2 million charities and foundations across the country? Between 2008 and 2009 there was a 4.3 percent increase in charitable organizations. With so many worthy causes but limited dollars, nonprofits across New York City and the nation are realizing the importance of marketing and how to maintain a competitive edge.

In November 2009, after much discussion, the Citizens Advice Bureau (CAB) underwent a historic change in the organization's 38 year history. CAB changed its name to BronxWorks and along with a new name came a new logo, tag line and revised mission.

After its organizational "facelift," BronxWorks

celebrated its annual event, dubbed BronxWorks Rocks on Thursday, May 6, at the Hard Rock Café, Yankee Stadium (One East 161st Street at River Avenue)

In addition to showing off their new look, BronxWorks honored Bill Aguado, prominent Bronx cultural and community activist and a longtime BronxWorks board member; Sean Delany, executive director of Lawyers Alliance for New York, and for many years BronxWorks Board chair and legal counsel; and John Fouhey, of Davis Polk & Wardwell, pro bono legal counsel for BronxWorks and former BronxWorks board member.

Along with a new look and a new event location, BronxWorks is energized by

new partners. One valuable partner in promoting the event was Eighty2degrees LLC. With a strong interest in working with community-building organizations like BronxWorks, Eighty2degrees exceeded expectations, providing exceptional vision, service, and personalized attention to detail in both graphic design and web development services.

Marketing isn't just about your logo and for nonprofits it can't be done without highlighting what you do best. For BronxWorks, a re-branding effort may have changed the look, but they still provide the same high quality services that feed, shelter, teach and support low-income Bronx residents.



(L-r) Assemblywoman Vanessa Gibson, Honorees John Fouhey, Bill Aguado and Sean Delany, BronxWorks executive director, Carolyn McLaughlin and Board Chair David McLean.