



[Leake and Watts Gets \\$250K Community Resiliency Fund Grant](#)

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Leake and Watts Services, Inc. has received a \$250,000 grant to revamp its brand and upgrade its marketing, which will enable more people to recognize the important work it does in the community. The grant is part of the Community Resilience Fund, a collaborative effort to support the long-term financial sustainability of crucial human services providers in New York City. Nonprofit Finance Fund designed the grant initiative and provides tailored financial advice to participants.

"A grant of this size, and for this purpose, is unusual in the nonprofit world," Executive Director Alan Mucatel. "We are grateful to receive such a generous grant that will allow us to raise public awareness of our important and greatly needed programs." The grant will enable Leake & Watts to work with a branding firm to develop a compelling new brand, and upgrade the organization's marketing and communication materials, including its Web site, newsletter, and signage.

"Funders often prefer to support programs rather than marketing or other enterprise expenses, but an investment in the ability of a nonprofit to reach people in need and attract new donors is money well spent," said Kristin Giantris, Managing Director of Nonprofit Finance Fund. "We created the Community Resilience Fund in partnership with forward-thinking foundations to make sure that effective nonprofits like Leake & Watts get the kinds of support they need in order to continue to serve New Yorkers well into the future and maintain financial health while doing it."

Why Rebrand? Leake & Watts has supported the community for 184 years, but not everyone understands the value of what it does or the scope of its services, says the agency, which won the 2014 Gold Nonprofit Excellence Award for Overall Management Excellence from the New York Community Trust.

Why Rebrand? The agency's 43 programs range from early childhood education and child welfare services (foster care and adoption), to special education, juvenile justice, and services for children and adults with developmental disabilities. Leake & Watts supports more than 8,000 individuals and their family members in New York City and Westchester County, and is funded primarily through government contracts.

But government contracts do not cover the full cost of program operations. And as Leake & Watts continually develops new programs to meet the changing needs of society, it must bear this expense on its own. Therefore, an agency priority is to attract and sustain donors. "Better branding and marketing will engage people in our work. It will help us communicate the success of our agency and the people we support, and that we could do more with more donor support," Mucatel explained.