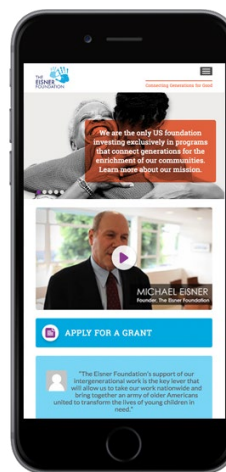


The Eisner Foundation

Elevating Intergenerational Impact for the Foundation and for the Field



"The Cause team are pros. They met us where we were and created the tools we needed to accomplish our evolved organizational objectives. We were true partners in the process and the results speak for themselves."

– Trent Stamp, CEO



Opportunity

The Eisner Foundation was started in 1996 by Michael D. Eisner, then-Chairman and CEO of The Walt Disney Company, and his wife Jane in order to focus their family's philanthropic activities. After nearly 20 years serving different populations across Los Angeles, the foundation worked with Cause to realign its mission to focus exclusively on funding high-quality and innovative programs that unite multiple generations for the enrichment of our communities.

Strategy

Cause led the Eisner team through the development of a strategic communications plan which identified a need to freshen its visual identity and messaging in order to clearly convey the foundation's focus on intergenerational funding. The plan also included a strategy for publicly launching

the foundation's new direction to media, partners, and other audience groups in tailored, meaningful ways.

Cause developed a new website for the foundation that positioned them as a leading partner within the intergenerational field. The website included an original infographic that defines and explains the necessity of intergenerational solutions in a way that no other organization had before.

Outcomes and Impact

The Eisner Foundation began its next grant cycle with a clear new approach that was explained to all partners simultaneously via new the website launch, which led to narrowing and strengthening grant requests. Our media outreach resulted in front-page coverage in The Chronicle of Philanthropy about The Eisner Foundation's new focus on intergenerational impact.