

# The California Wellness Foundation

**BACKGROUND** The California Wellness Foundation (TCWF) is a private, independent foundation. Their mission is to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention. Since its founding in 1992, the Foundation has awarded 7,338 grants totaling more than \$890 million.

**STRATEGY** Cause Communications developed an evolved look and feel for the organization that more closely reflected the spirit and impact of its grantmaking. The materials have included multilingual advertisements, brochures, stationery and annual reports. We have produced several annual reports for the Foundation, two of which have won prestigious Wilmer Shields Rich Awards from the Council on Foundations.

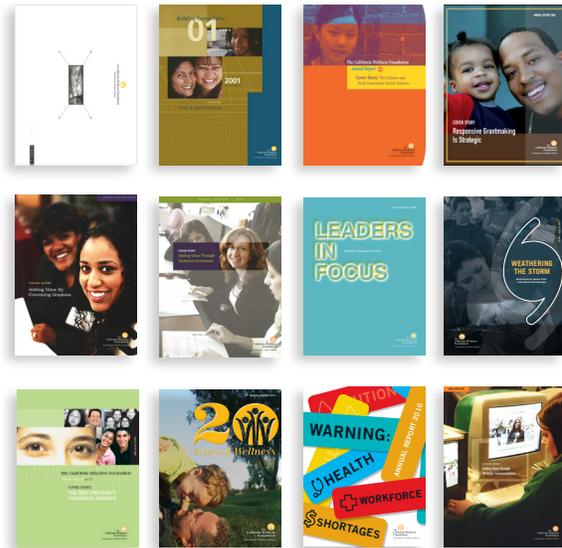
**OUTCOME** The brand continues to position them among health funders as the Foundation that listens—and is focused on giving voice to the important work of their grantees.

**TACTICS**

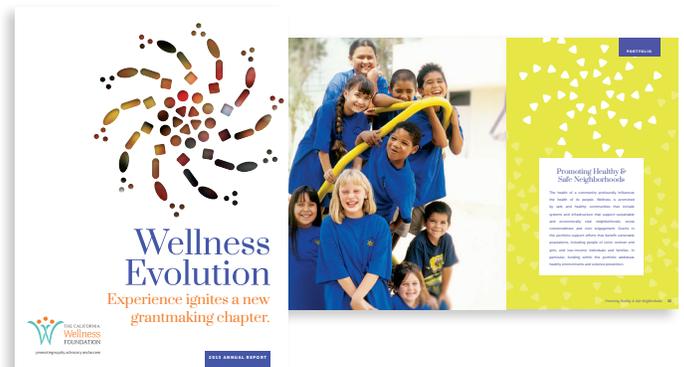
- Brochure design
- Branding and graphic standards
- Print advertisements
- Collateral materials
- Annual reports

“Cause Communications has been our partner and has consistently lifted the voices and stories of our grantees for greatest impact.”

Tom David, Former Executive Vice President, TCWF



Annual Reports



2014 Annual Report