

JFS Richmond



JFS Richmond

ABOUT

Jewish Family Services (JFS Richmond) is a nonprofit organization providing innovative, quality services that empower people through every stage of life. Despite serving the Greater Richmond area for over 165 years, many were unaware of their services. We revamped their branding, including a new responsive website, to bring them up to date and gain relevancy.

SERVICES

Brand Strategy, Logo & Visual Identity, Story & Messaging, Website & Digital, Design, Consulting

SITUATION

Making a 100-year old community nonprofit relevant again.

SOLUTION

Our discovery process included a collaborative discussion which led to renaming the organization. The new name, JFS Richmond, conveys a more inclusive image by omitting any religious affiliation and offering a more local focus. With a solid strategy in place, we developed a new logo, visual identity, messaging, website and marketing materials. Together, they provide a fresh aesthetic and clearer story. This much needed update to the brand has helped people better understand and connect with JFS Richmond as a valuable community resource.

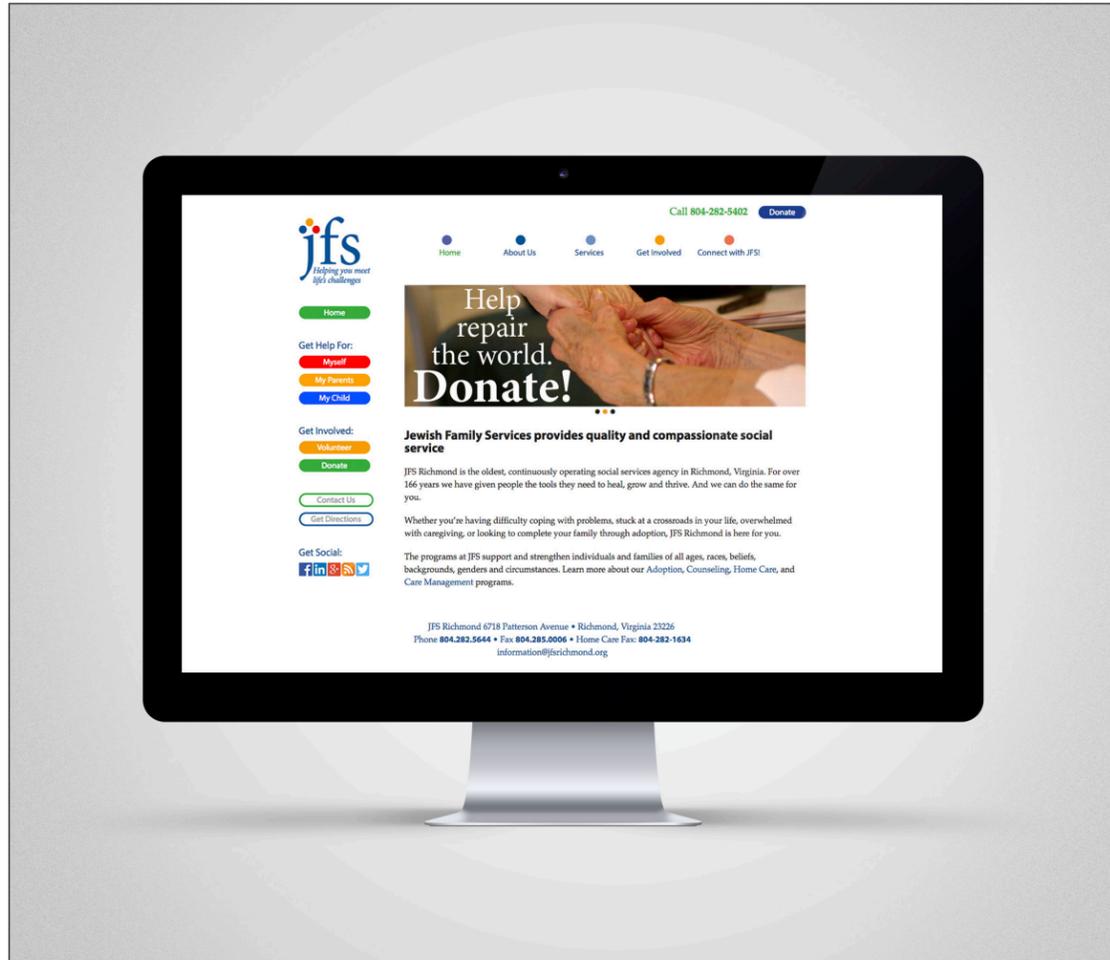
RESULTS

Within weeks of the website going live, JFS Richmond received a significant increase in client leads due to the site's ease and accessibility. The organization recently celebrated their 170th anniversary and continues to expand their services, helping more than 1,500 clients annually. Additionally, fundraising efforts reached nearly \$1M from grants, endowments, private donations and personal contributions.



JFS Richmond

Before: *outdated*



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ABOUT US

Offering Top-Quality, Compassionate Services for All

What are the two words that best sum up what you'll find at JFS? Compassion and professionalism.

So what does this mean to you and your family? It means JFS listens to you and treats you with respect. It means everyone, from our receptionists to our counselors to our personal care aides, does their utmost to make your situation better. It means you have a friend you can trust to help you with your problems, your parents' care, or your child's well-being.

It also means national accrediting agencies, Council on Accreditation (COA) and Community Health Accreditation Program (CHAP), certify that our work meets the highest ethical and professional standards, and that we manage our operations and funds effectively. JFS is the only full-service, health and human service agency in Richmond to be accredited by both COA and CHAP.

Confidentiality and privacy are the cornerstones of JFS' relationship with you and your family. This [HIPAA Notice of Privacy Practices](#) describes how we protect the Personal Health Information we have about you that relates to your medical information or Personal Health Information.

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JFS Richmond

After: *outstanding*





R i c h m o n d

Care • Counseling • Adoption

Transforming lives.
Strengthening our community.

Our Mission
We transform the lives of individuals and families and create the best options in care, counseling and adoption.

Our Vision
To be recognized as the most trusted and compassionate quality services that empower people through every stage.

- Our Values**
- We maintain high ethical standards, treating our clients with respect and compassion.
 - We value and appreciate the contributions of our staff.
 - We strive to meet the ever-changing needs of our community.
 - We practice the Jewish tradition, Tikkun Olam, striving to create a better world through dedicated service.

Our History
Established in 1849, JFS began as the Ladies Hebrew Benevolent Society. Today, we provide the highest quality, comprehensive services to everyone in need.



JFS 
Richmond
Care • Counseling • Adoption



JFS Care

*Customized Solutions
for Quality Care*

JFS 
Richmond
Care • Counseling • Adoption



JFS Counseling

*Working Through
Life's Challenges*

JFS 
Richmond
Care • Counseling • Adoption



JFS Adoption

*Making Families
Possible*



JFS Care

Customized Solutions for Quality Care

When additional care is needed in life, it can be difficult to know where and how to start the process. Whether your needs are simple or complex, accessible, quality care can make the difference between mere existence and living with dignity.

At JFS Care, we provide exceptional care to the Richmond community serving older adults, individuals with disabilities and anyone needing help navigating the challenges of life.



JFS Counseling

Working Through Life's Challenges



Everyone experiences difficulties and emotional struggles at some point in their lives. For many, counseling can be a valuable and meaningful way to help in difficult times.

At JFS Counseling, we help you find your way. Our experienced therapists work with you through the problems you're facing in a welcoming, supportive environment right here in the Richmond community. In addition to counseling, we offer a range of psychological assessments and testing.



JFS Adoption

Making Families Possible

There are few choices to adopt a child. It can seem like a daunting task, but...



JFS Care



JFS Counseling



JFS Adoption



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Care Counseling Adoption



Transforming lives.
Strengthening our community.

At Jewish Family Services, we believe everyone is entitled to services that enrich their life and help their overall well-being. As the city's most established non-profit resource for care, counseling and adoption, we are dedicated to building a stronger, healthier and happier Richmond.

For more than 165 years, Jewish Family Services has provided exceptional guidance and support to individuals and families of all ages, faiths and income levels. We take great pride in helping to change lives in productive and positive ways.

10:01 AM
jfsrichmond.org



Care Counseling Adoption



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4:21 PM
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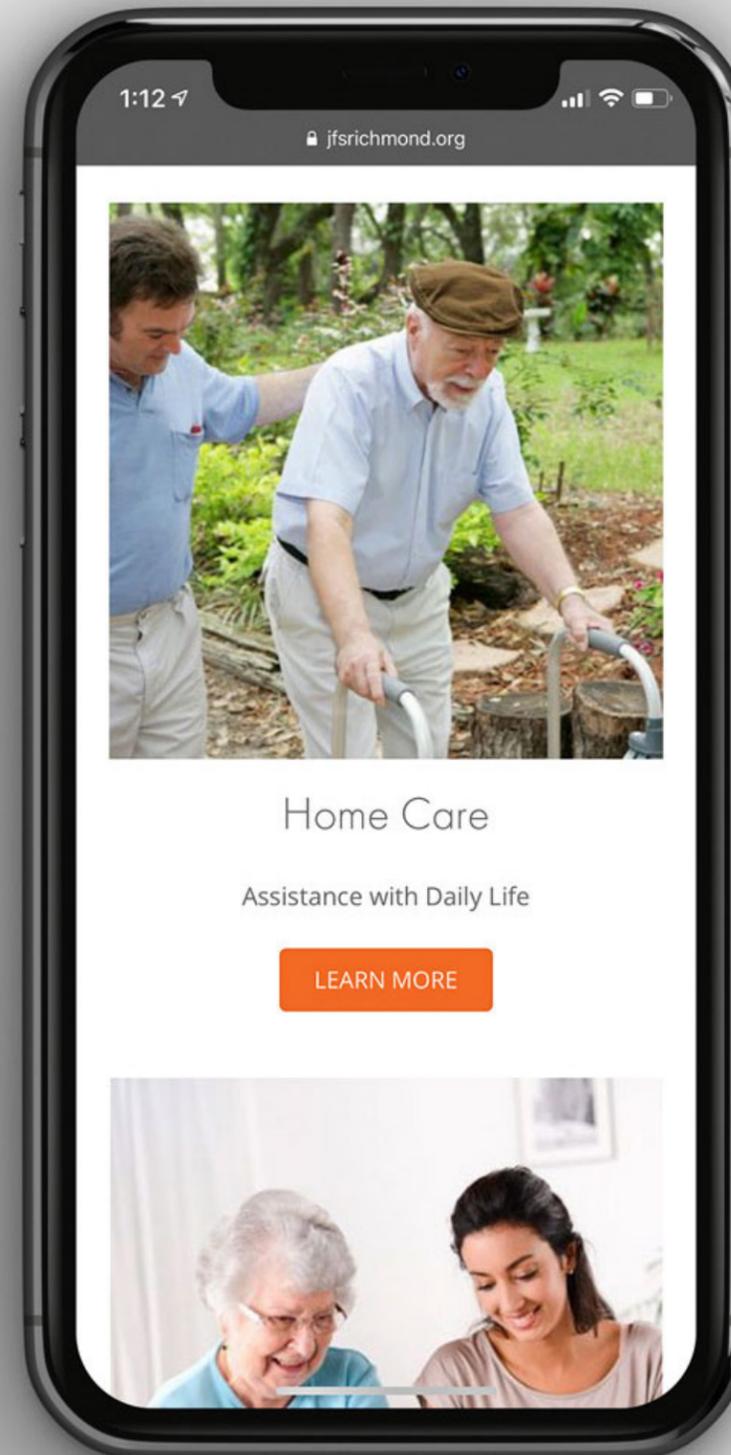


Care Counseling Adoption



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A conference room with several long wooden tables and chairs. The chairs are orange and green. On the wall, there is a large colorful mural with teal, orange, and green sections. To the right of the mural is a window with blinds. On the wall to the right of the window, there is text that reads "Transforming lives. Strengthening our community." The room has a drop ceiling with recessed lighting.

Transforming lives.
Strengthening our community.

“EVERGIB were truly partners throughout our rebranding process. The materials they created are fresh and innovative. We couldn't have asked for better or more professional collaborators and are thrilled with the results.

— Wendy Kreuter, CEO, JFS Richmond

