

## CASE STUDY

# Capital One Brand Corps & St. Joseph's Villa

### The Project

Capital One's Brand Corps helped St. Joseph's Villa (SJV), a Richmond residential facility and school for at-risk children, build their operational capacity and improve their brand identity.

### The Opportunity

The financially-strapped children's nonprofit, St. Joseph's Villa was struggling to reach fundraising goals, and sought to increase both the number of donors to the organization and the average dollar per gift amount.

### Capital One's Pro Bono Investment

To address fundraising shortcomings, the Capital One Brand Corps leveraged its extensive direct mail experience to help the SJV development department create a more engaging and efficient direct mail program aimed at increasing the number of donors and improving the responses from donors.

### The Impact

With support from Capital One, SJV succeeded in significantly raising visibility for the organization among potential donors. In the first year of this new program, revenue from SJV's existing donors increased by 41 percent and overall response to SJV direct mail increased by 51 percent. Since August 2005, Capital One's marketing efforts on behalf of SJV have netted the organization \$49,349, representing 245 new donors, 257 additional donations from existing donors and an average dollar per donation well exceeding industry standards.

### About the Client

Established by the Daughters of Charity as an orphanage and school in 1834, St. Joseph's Villa is the oldest and largest continuously operating children's nonprofit organization in metropolitan Richmond.



The Daughters of Charity withdrew from the Villa in 1977, and today, St. Joseph's Villa is a nonsectarian, 501(c)(3) nonprofit organization. The Villa works with more than 600 children and families each day. The mission of St. Joseph's Villa is to provide children with special needs and their families the opportunity to succeed through innovative and effective programs. [www.stjosephsvilla.net](http://www.stjosephsvilla.net)

### About the Company

In 2002, the Brand Marketing department at Capital One created the Brand Corps – an initiative to provide in-kind creative services that deliver new and sustainable branding and marketing capabilities to nonprofit partners. Since the program's inception, Corps members have contributed 9,733 associate hours – valued at \$875,000 – and have provided \$472,969 in donated goods (e.g. printing).

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*"We've never had a company invest this kind of time and resources. In my 28 years here, nobody's ever committed like this."*

-- Ray Pardue, Former CEO  
St. Joseph's Villa