



# HOT Community Foundation Brand Platform

Revised May 17, 2022

<p><b>Mission</b></p> <p><i>(Your reason for being)</i></p> <p>Our mission is to bring people together to provide help and hope for struggling children and families in the West Valley.</p>	<p><b>Vision</b></p> <p><i>(Externally-focused: how the world will be better thanks to your role)</i></p> <p>The West Valley will be a kinder and more fulfilling place to live for us all.</p>	<p><b>Promise</b></p> <p><i>(What you deliver consistently in every interaction)</i></p> <p>Every volunteer and donor will experience the joy of helping a struggling child, boosting a family’s hope, and improving our community by helping others together.</p>	<p><b>Personality</b></p> <p><i>(The human-like traits you possess)</i></p> <p>Compassionate Well-organized Agile Honest Energetic Fun</p>	<p><b>Positioning</b></p> <p><i>(What differentiates you from other similar organizations)</i></p> <p>As a 100-percent volunteer-run nonprofit organization, we efficiently use your donations of time and money to help people in our own West Valley community.</p>
<p><b>Core message</b> <i>(A one- or two-breath response to the question, “What is HOT Community Foundation?”, framed to articulate benefits and impact, not just programs and services. A core message is typically written, not necessarily spoken, e.g., it would appear on the homepage of your website.)</i></p>		<p>HOT Community Foundation brings people together to make our community a better place to live. We brighten the lives of struggling children and families while providing opportunities for our neighbors to make a real difference.</p>		
<p><b>Conversation starter</b> <i>(An informal sentence or two – typically spoken – to capture the initial interest of volunteers and donors)</i></p>		<p>HOT is a nonprofit charitable organization made up of neighbors and friends who care about struggling children and families in the West Valley.</p>		
<p><b>Tagline options</b> <i>(A few words to sum up your essence)</i></p>		<p>Together we make a difference!</p>		

<b>Key messages</b> ( <i>Broad statements elaborating on the core message</i> )	<b>Supporting messages</b> ( <i>The “evidence” to support the claims made in the core and key messages</i> )
<b>HOT is a registered 501(c)(3) Arizona nonprofit organization EIN 84-3079860 and an Arizona Qualified Charitable Organization QCO -22342. We are committed to improving life in the West Valley.</b>	<p>Founded in 2019 by a group of philanthropic-minded women in the West Valley of Phoenix, we are passionate about helping struggling children and families.</p>
	<p>We are a 100% volunteer organization. We have no staff, no buildings and minimal operating expenses. This means we can focus all your financial support on our mission.</p>
	<p>HOT is an approved Arizona Qualified Charity. As such, our recipients and our expenses are heavily scrutinized.</p>
	<p>As a 501(c)(3) nonprofit organization, your donations are tax-deductible as allowed by law. We are an Arizona Qualified Charitable Organization; that means you can deduct a \$400 gift to HOT (\$800 for a couple) directly off the bottom-line of your state income taxes.</p>
<b>We make life better for children and families who are struggling and for those who want to help them.</b>	<p>During the holiday season, HOT steps in to create magical Christmases by providing wrapped gifts of clothes, hygiene essentials, toys for the children and grocery gift cards to the parents.</p>
	<p>This year, we are providing help and hope to 225 children through our Sugar Plum Fairies holiday giving program.</p>
	<p>We work with local school districts and other organizations to identify the families who need our help the most. There are 172 Title One elementary schools in the West Valley meaning that 40% or more of the children attending the school are low income and qualified to receive assistance through the Arizona Qualified Charity program.</p>
	<p>Thanks to our volunteers and donors, dozens of local children get to experience a joyful holiday season while knowing their neighbors truly care about them. We help to ease their parents’ stress and make the holidays much brighter for them.</p>
	<p>HOT’s reach extends to the neighborhoods and cities where people are really struggling. Children and families dealing with chronic illness, physical disabilities and low income in the West Valley benefit from HOT’s mission.</p>
<b>It’s fun and fulfilling to volunteer for HOT.</b>	<p><i>“We make a living by what we get. We make a life by what we give.”</i> Winston Churchill’s philosophy is shared by the volunteers and donors who support HOT. Lives are enriched by making our community a stronger and better place to live for people of all income levels.</p>
	<p>Volunteers love spending time with HOT. We laugh a lot! And we’re also serious about offering volunteers meaningful work to do. We’re well organized and focused, putting your time to good use.</p>

	<p>Last year our 267 friends and neighbors volunteered 408 times. As the lifeblood of our organization, our volunteers do it all — from managing our nonprofit as members of the Board of Directors, to organizing and implementing fundraising events, to purchasing, wrapping, and delivering gifts to children during the holidays.</p>
	<p>Whether it's helping to organize our golf tournament or gala, purchasing, wrapping, delivering gifts to families at Christmastime, or serving on one of our working committees, you'll be inspired by your time with other HOT volunteers.</p>
	<p>People who retire after decades of day-to-day work can sometimes feel a little aimless. Volunteering for HOT can lend purpose to your life while giving you the chance to use your passion and talents to help others.</p>
<p><b>When you donate to HOT, your gift creates smiles for children and families.</b></p>	<p>Since our inception 508 generous friends, neighbors and local businesses have given over \$216,000 to HOT.</p>
	<p>We rely on the generosity of our friends, neighbors, and local businesses to contribute financially to support HOT's mission. Because our overhead is so low, donors can be confident that their tax-deductible gifts are put to good use right here in the 15 cities west of Interstate 17.</p>
	<p>The Verrado community is steeped in philanthropic beliefs and HOT is proud to be a member of its Giving Tree Partner Program.</p>
	<p>Ignite the light in a child's eyes and donate to HOT. A gift to support Sugar Plum Fairies makes Christmas special for struggling children.</p>
	<p>The fundraising events we host are lots of fun! Our golf tournament gives neighborly competitors the chance to have a great time while raising money for a good cause.</p>
	<p>We're your friends and neighbors. You know us. We know our community. When you contribute to HOT, you're helping the less fortunate members of the West Valley. And when people have the support they need from compassionate people like you, it makes this a better place to live for everyone.</p>