Essex County Community Foundation

2020 Rebrand
ECCF’s History

1998 | 5 Funds | $4,500 Granted Annually

Essex County Community Foundation (ECCF) was established in 1998 with a vision to strengthen our region’s nonprofits. Over the next decade, our work expanded to connect donors with causes they care about and convene leaders around important issues. Through these endeavors ECCF emerged as a trusted regional leader.

2008 | 99 Funds | $1.2M Granted Annually

Our ability to convene allowed ECCF to incubate initiatives that had great impact in the community, including the Institute for Trustees and the Youth at Risk Conference. Hundreds of nonprofit and community leaders were engaged in important, collaborative work each year, building continued trust and faith in the role and value ECCF throughout Essex County.

2016-2019 | 225 Funds | $7.7M Granted Annually

In 2016, ECCF leveraged its unique position to launch Impact Essex County – our first community leadership initiative. This work addressed the region’s greatest challenges using data and collective action to deliver lasting social change and our future initiatives were shaped by this innovative approach to philanthropy – Systems Philanthropy.
ECCF’s Future

2020 - 2022 | 400 Funds | $12M Granted Annually

We take our work to the next level in our new strategic plan. In the next three years, our goal is the creation of a sustainable, nimble community foundation that helps our 34 cities and towns thrive and prosper. And by the close of 2022, we envision ECCF as a family of 400 charitable funds that grants $12 million annually to our region’s nonprofit organizations and students.

Our Commitment:

Engage. Deepen engagement with our communities to inspire greater philanthropy across Essex County.
Lead. Elevate systems philanthropy to deliver systemic, lasting change in our communities.
Thrive. Build a sustainable community foundation that inspires philanthropy, helping our county prosper.

Read more about the work at eccf.org.
To support and compliment ECCF’s current work and 2020-2022 strategic plan, a rebranding was necessary.

ECCF worked with Single Source Marketing and a volunteer committee of community members, donors, marketing professionals and legislative leaders to undergo a new brand development process.

Together, the group analyzed and identified:

- ECCF’s and Essex County’s history
- ECCF’s current work and strategic future goals
- ECCF’s primary audiences and constituents
- Benefits sought by primary audiences and constituents
- Challenges with the current brand

Over a period of six months, this information was discussed and analyzed, resulting in more than 80 logos, taglines and variations, six rounds of design revisions, and countless meetings and phone discussions.

On December 5, 2019 ECCF’s Board of Trustees approved the final, new logo design.....
Elevate Your Giving

ECCF’s new tagline is an expression of the Foundation’s mission to inspire all forms of philanthropy in Essex County. It’s the value that ECCF brings to our donors, our nonprofits and our community. It’s also an invitation for all to join in the work.

We elevate the impact of our fundholders and donors by providing them with tools, education and opportunities to maximize their charitable contributions.

- Flexible charitable funds to support unique giving goals
- Insights into our regions challenges to strengthen giving strategies
- Collective giving opportunities to elevate the impact of systems work

We elevate the important work of our local nonprofits by delivering vital education, support and visibility to help them further their missions.

- $7.7M granted annually to Essex County nonprofits and students
- Institute for Trustees inspires and educates hundreds of nonprofit leaders annually
- Lunch & Learn events connect donors with local causes and give visibility to organizations doing great work

We elevate the possibility for great social change in our region by partnering with and investing in important system work addressing our biggest challenges.

- Empowering Economic Opportunity – addressing income inequality in our region
- Creative County Initiative – strengthening arts, culture and creativity in Essex County
- Merrimack Valley Business Relief – supporting the immediate and long-term needs of businesses impacted by the 2018 gas crisis
Design Element Breakdown

Name and Tagline:
- ECCF is most heavily weighted in support of moving towards using this as primary name in the future.
- Tagline is displayed as an arch along the top of the logo to feel uplifting and positive.

Font:
- Lower-case, handwritten font used for “eccf” feels fresh, contemporary and approachable, yet still elegant.
- Full name is kept in upper-case letters with a clear, easy to read font.
- Tagline is in lower-case letters to feel positive, approachable.

Colors:
- The green is a nod to the legacy of the current brand.
- The green and blue are representative of the seaside and inland communities of Essex County.

Circle Design:
- The open circle speak to ECCF’s role as a convener and represents bringing people together in an inclusive way.
- The circle gives the logo the feel of a stamp or seal which makes it feel important/official and trusted.
Let us help you elevate your giving.

ESSEX COUNTY COMMUNITY FOUNDATION

elevate your giving

Join us.