



# IMPACT PROFILE

C.R. Conant was selected to work with us because of his sparkling spirit to help us become more marketable for the philanthropists of today. What a perfect fit for Humanitarian Hands!

MARY CHRISTOPHER  
Founder & CEO



**HumanitarianHands**  
CHARITIES  
*Building Hope in Africa...  
One Heart, One Child, One Community At a Time*

Produced a name change to Humanitarian Hands Charities, a new website design, two marketing promotional videos, and a social media networking plan.

## FOCUSING ON THE GOOD

When the Humanitarian Hands Foundation determined that they should develop a new marketing plan and website to promote their mission, "Changing lives in Africa...One Heart, One Child, One Community at a time!" they turned to Executives In Action (EIA) for help.

EIA connected the organization with C. R. Conant, who brought over twenty years of corporate marketing and branding experience to the project. C. R. took a comprehensive look at the various good works the organization was involved in and recommended developing a new, more focused direction. The organization's marketing efforts are now focused on one main charitable goal: to build an orphanage, school, and medical center in Uganda to help orphans ravaged by war and AIDS. C. R.'s hard work and expertise resulted in a name change to Humanitarian Hands Charities, a new website design, two marketing promotional videos, and a social media networking plan.

**\$3,250**

EIA INVESTMENT

**9-to-1**

INITIAL ROI

**\$29,250**

MARKET VALUE OF  
EIA CONSULTING &  
MEDIA PRODUCTION