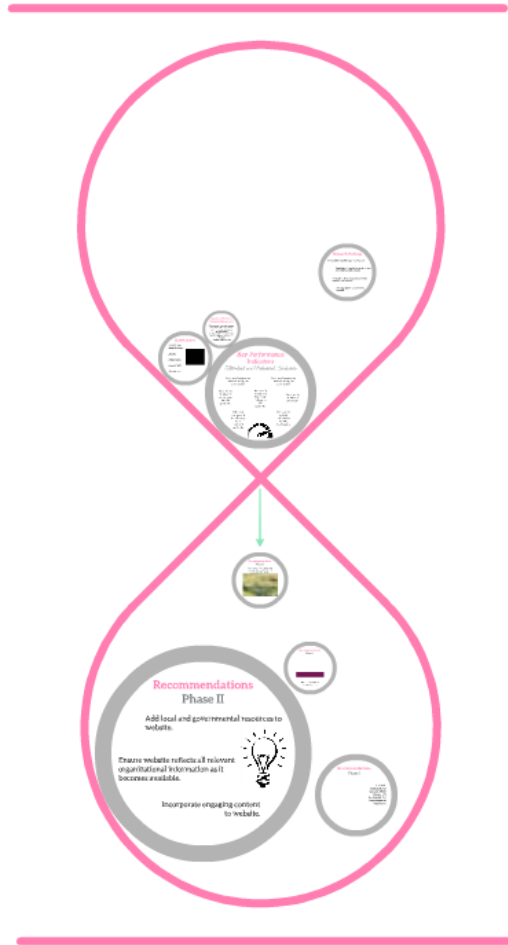


# Garden of Rebirth

Website Rehabilitation for Reach

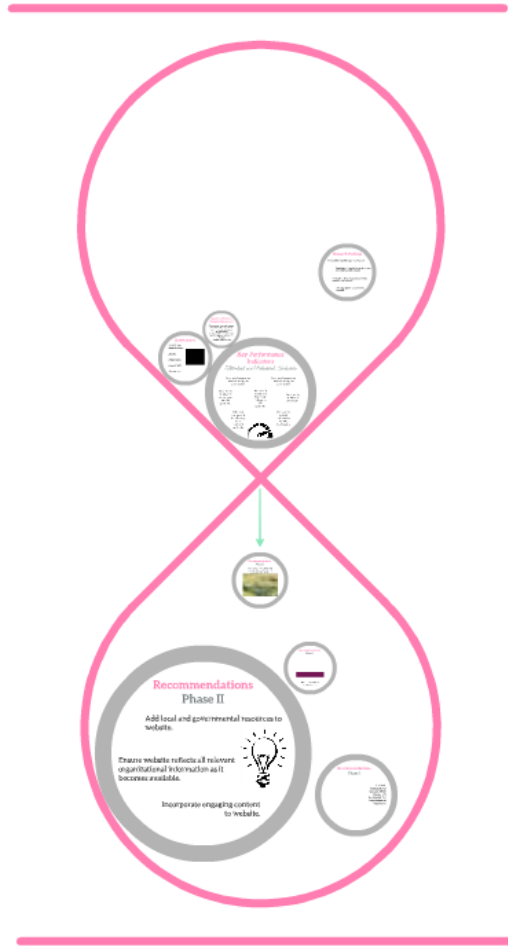
*D'Andrea Doyle*



# Garden of Rebirth

Website Rehabilitation for Reach

*D'Andrea Doyle*



# Garden of Rebirth Organizational Facts

- Empowerment center for women and children, offering resources and assistance on a structured temporary basis.
- Nongovernmental Organization (NGO) to Nonprofit Organization 501(c)(3)
  - Pending official opening

tempora

- Nongovernmental  
(NGO) to Nonpro  
501
- Pending offi

# Stakeholders

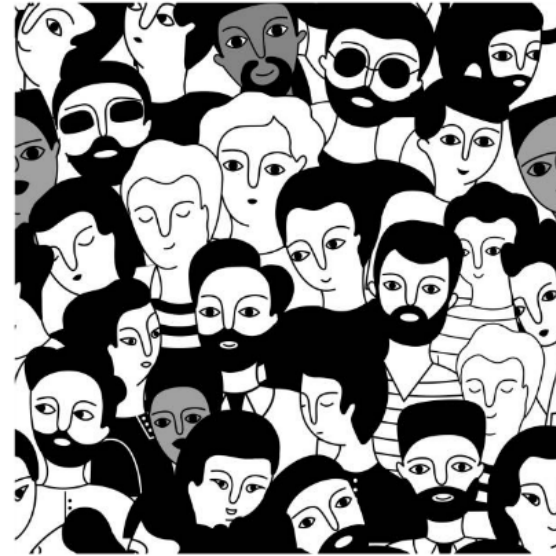
Women and  
their children

Donors

Volunteers

Community

Government





# Key Performance Indicators

## *Attitudinal and Behavioral Indicators*

Increased awareness, understanding and satisfaction.

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Increase in number of volunteers by 10% quarterly.

Increase in number of Facebook followers 5% quarterly.

Increase in number of donations.

Initiation and growth in residency to be reviewed cyclically.

Increase in website visitors by 20-25% biannually.



# Research Findings

The necessity of identifying *who*, *what*, and *how*.



Organizational story development is pertinent to the audience's understanding.

Humanization in branding produces a sincere connection with audience.

Providing resources can be mutually beneficial.

# Recommendations

## Phase I

Clearly articulate mission, goals and objectives, utilizing keywords that are indicative of its purpose.



The Garden of Rebirth is an empowerment center for St. John and North, helping women and children victimized by abuse. Here, women are given mental and emotional support in addition to resources to assist in their pursuit in taking control.



### MISSION

The Garden of Rebirth is a women's empowerment center which aids women and their children who are survivors of gender-based violence, to reach their full potential in a safe, nurturing and empowering environment. The center is dedicated to advocating for all victims and related issues around gender-based violence.



# Recommendations

## Phase I



Garden of Rebirth

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The Garden of Rebirth is located in St. Kitts and Nevis. In 2015, the Garden of Rebirth was registered as a non-governmental organization (NGO) and founded by Mrs. Dawn Bradburn-Coleen who realized the need for this type of center to serve as a safe and resource for the community. With the help of guests, Mrs. Bradburn-Coleen transformed her grandmother's home into a place of refuge for women and children subjected to circumstances that are horrific.

The Garden of Rebirth is a victim, non-financial, empowerment center for women and children, providing a space of emotional and spiritual support for victims of abuse relationships to rebuild their lives. The empowerment center that forms part of a supportive advocacy network, working with the government to act in accordance with all applicable laws and regulations. The members of the Garden of Rebirth are empowered to understand their legal, social and cultural realities in emergency situations.

In 2018, the Garden of Rebirth, one of 50 (NGO) centers in the United States of America.

The Garden of Rebirth is a shelter accommodating 12 women and their children for up to 30 days. Additionally, a 24-hour stay of 90 days shall be allowed with an exit assessment to determine readiness. Additionally, the Garden of Rebirth shall provide a 24-hour after care and referrals to the following areas: security, legal, financial, mental/physical health, housing and information on violence. Further, the women shall be required to participate in case management, support groups, therapy, job training and be encouraged to self-aid by the Garden of Rebirth and partnering agencies.



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Mrs. Dawn Bradburn-Coleen

Mrs. Dawn Bradburn-Coleen is a dedicated and experienced professional with over 15 years of experience in the field of social work, community development, and human rights. She is currently serving as the Executive Director of the Garden of Rebirth, where she oversees all operations and ensures the organization's mission is fulfilled. She is also a frequent speaker at international conferences and has been featured in various media outlets for her work in promoting women's rights and child protection.



Mrs. Mary Jane Franklin

Mrs. Mary Jane Franklin is a dedicated and experienced professional with over 10 years of experience in the field of social work, community development, and human rights. She is currently serving as the Executive Director of the Garden of Rebirth, where she oversees all operations and ensures the organization's mission is fulfilled. She is also a frequent speaker at international conferences and has been featured in various media outlets for her work in promoting women's rights and child protection.

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Facebook



Illustrate organizational story on *About Us* page and incorporate the introduction of key players.



# Recommendations

## Phase I



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Organizations

Volunteers

The Garden of Rebirth welcomes partnership with other organizations in addition to the help of volunteers who are dedicated to the mission.

The aid and assistance of the community is vital to the Garden of Rebirth providing resources to its residents for the purpose of uplifting, guiding and preparing them for their next chapter.

Click the applicable block above to contact us and we look forward to working with you!



thrive

Keep call-to-actions to  
encourage action.

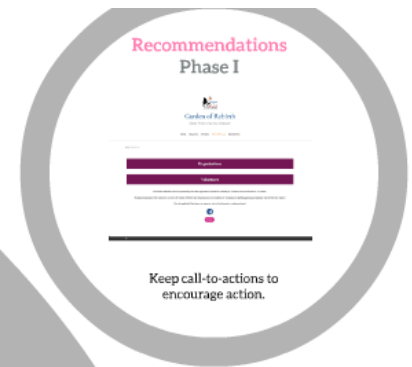
# Recommendations Phase II

Add local and governmental resources to website.

Ensure website reflects all relevant organizational information as it becomes available.



Incorporate engaging content to website.



# Garden of Rebirth

Website Rehabilitation for Reach

*D'Andrea Doyle*

