



# CASE STUDY

## GRACE COMMUNITY SERVICES

Charity Begins At Home

## About



From the impoverished child to the aged and destitute, Grace Community Services works at the ground level, providing care and assistance to the marginalised 24/7 every day of the year.

## Background

Since its formation in 1990 by Dr. Henry Pillai, GCS has been on a mission to extend a helping hand to the needy by providing shelter to the homeless, food for the hungry, clothing for the naked and counselling for the distressed.

Over the last 40-plus years, the charity has helped

- Provide shelter for 2,000 destitute women
- Cared for over 800 children
- Supported over 1,000 men in their rehabilitation from substances and alcohol
- Aided in the care of 75 mothers and the rescue of more than 75 babies
- Provided monthly food rations for some 400 families
- Distributed over half a million cooked food parcels to families in need

All of this has happened against a backdrop in the rise of the number of charities and not-for-profit organisations in Malaysia and a global downturn in the number of people prepared to donate to charity.





## Why Are People Turning Away From Giving To Charity

There are several key reasons why people are shifting away from giving to charity, one of which is the impact of a continued rise in the cost of living, which is putting significant pressure on any disposable income. The other is the need for more transparency displayed by individual charities.

In a recent study, some 45% of those who surveyed suspected that too much of the money donated is spent on overheads, and almost a third said they were unsure whether their donation had been well spent.

## The Issues Facing Grace Community Services

With nearly 400 registered charities and not-for-profit organisations in Malaysia fighting for donor share of wallet. GCS identified there was a need for help in raising its profile and reaching a wider audience both locally and internationally.



## The Agency Brief

The GCS agency brief was relatively straightforward: develop a communications strategy that reinforced the excellent work that they had done over the last 40 years, advise donors of a series of new initiatives that were being planned for the future and, more importantly, reassure both existing and potential donors that GCS operated with 100% transparency.

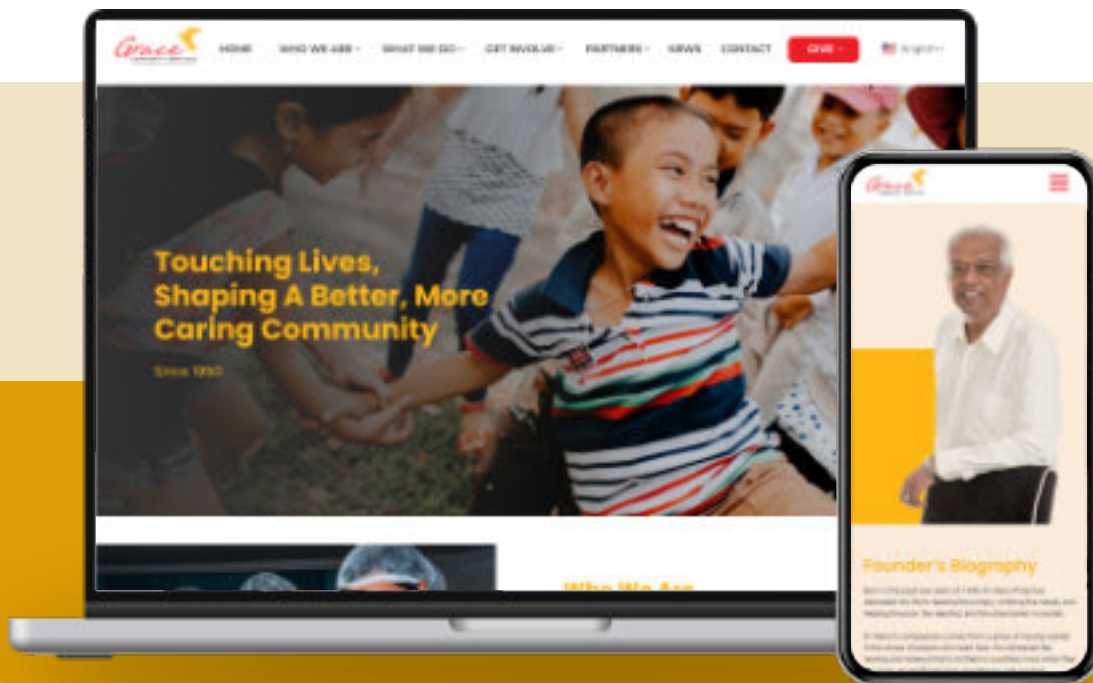
## Solutions

On receiving the brief from CSG, it was clear that there was a need to create several new initiatives that would not only raise the profile of GCS so that they had a more unmistakable tone of voice in the overcrowded Malaysian charity sector. It would also enable them to reach a greater audience through various touchpoints. These included

## Logo Refresh

Whilst the logo had served GCS well over the last forty years, there was a need for it to be refreshed and given a more modern look and feel while at the same time not detracting from its recognised past. As a result, CSMG looked to revise the logo pallet and typography while at the same time adding animation to the logo for use in the digital space.





## Website Design

Like the logo, the CSG website had been an effective marketing and communications tool. However, it failed to deliver the GCS brand story fully and that they were about so much more than simply collecting donations.

To convey the history of GCS, the excellent work that it has done over the last forty years, and what the future looked like for GCS, the team at CSMG wrote and directed a 14-minute short film that mixed live-action, with senior management interviews and animation.



**1976**

**Mending A Broken Life**

An elderly man turned up on his doorstep one day, and begged him to take care of him so that he could live his last days in dignity instead of deprivation, where he was alone and abandoned out in the streets.

Dr. Henry opened his home to the old man and cared



**1998**

**New Horizon**

Special Welfare Activities for Senior Citizens

To ensure the film had multiple uses, it was shot so that it could easily be edited into short 2 - 3 minute vignettes covering various subjects, everything from their Food Bank to Drug and Alcohol support through to receiving donations. Creating the film this way could be used in full within the website, as part of presentations and within their social media communications strategy.

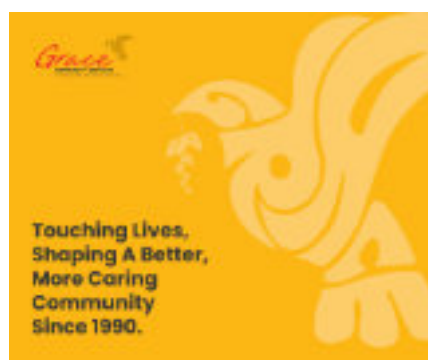
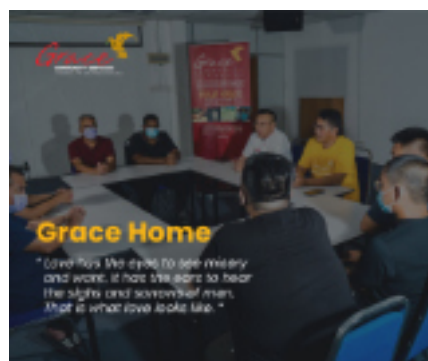
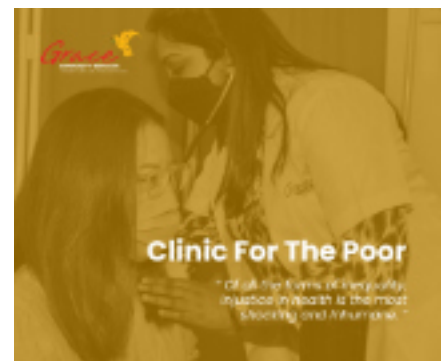
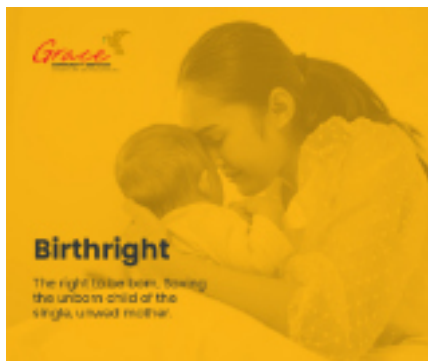
Together with making the short film for the new site, CSMG also looked at how the visitor journey could be improved, how key messages could easily be delivered, and how both local and international donations could be collected.

They also looked at how GCS could be seen as so much more than a charity and could be considered a viable business and brand partner, along with being a worthy employer.

# SOCIAL MEDIA

Previously, GCS had used various social media platforms primarily to reach out to potential donors but with little or no reference to how donations would be used and the impact they would have on those less fortunate.

In contrast, CSMG developed a social media communications strategy that focused more on the profile of the individual services GCS offered and how donations were or could be used to support both these services and the local community.



## RESULT

While early indications suggest that GCS are receiving a higher number of donations than previously, it is difficult for this to be confirmed as so many are made either anonymously or are totally confidential. Website traffic continues to grow month on month.

Similarly, the numbers for sharing and liking social media posts are also increasing. GCS is also experiencing a growth in the number of potential partners that are now looking to be involved with the charity.







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