



## **Moving Waters**

Moving Waters | Strengthening Community Engagement and Expanding Awareness for Houston's Unhoused

### **CHALLENGE**

Founded to restore dignity to Houston's unhoused population through mobile shower services, Moving Waters faced the ongoing challenge common to many mission-driven nonprofits: increasing awareness, educating the broader community about the realities of homelessness, and sustaining engagement among donors, volunteers, and partners.

As the organization expanded its services and programming, it needed consistent storytelling and digital engagement that clearly articulated its mission, demonstrated impact, and mobilized community support, without losing the authenticity at the heart of its work.

### **OBJECTIVES**

Moving Waters partnered with Pierpont to:

- Build community awareness and understanding of homelessness in Houston through education-driven communications
- Strengthen relationships with volunteers, donors, and partners via consistent, mission-aligned storytelling
- Expand digital reach and engagement across social and owned channels to support fundraising, events, and service growth

### **SOLUTION**

Pierpont served as an extension of the Moving Waters team, translating its mission into clear, accessible communications across community, educational, and digital channels. We focused on simplifying nonprofit's story by clearly communicating who Moving Waters serves, why the work matters, and how the community can get involved, while maintaining the dignity and humanity at the core of the organization's work.

### **RESULTS**

In one year, the organization provided 5,168 showers to 1,143 unhoused guests, supported by a growing base of 50 active volunteers. Mission-driven storytelling and campaign support helped

Moving Waters surpass a major milestone of 25,000 total showers provided. Educational initiatives, including the organization's first-ever community town hall and university presentations, deepened public understanding and participation in its mission to restore dignity—one shower at a time.