



## San Jose Clinic

San Jose Clinic | Bridging the Gap to Quality Healthcare

### THE CHALLENGE

San Jose Clinic is a local nonprofit dedicated to providing quality healthcare services for individuals and families in the Greater Houston area who struggle the most with accessing care. As a non-profit, San Jose relies on grants and fundraising to provide its healthcare services to local communities.

### OBJECTIVE

With the goal of building awareness to support the grant process, core business objectives were set by the leadership teams to increase brand awareness with event support and social media engagement.

### SOLUTION

Through strategic marketing, event planning, and securing media coverage, goals were met and brand awareness continues to increase in the community.