

Beckalyn

PACKAGING DESIGNER // COSTCO WHOLESALE



PACKAGING DESIGN

2023 KIRKLAND SIGNATURE

PURE ORGANIC MAPLE SYRUP

- Distributed Globally for Q4 (current year)
- Design picked out of 4 Designers, 20+ concepts submitted

The client for this design requested a black and gold color scheme, and to highlight “Organic” and “Crop 2023”. They wanted this item to stand out in the warehouse because it is a specialty item that only comes out once a year. It is currently in warehouses globally, and gaining a lot of attention online for the classy and attractive label design. Packaged in a glass bottle, it makes it perfect for Holiday gifting.

PACKAGING DESIGN

Kirkland Signature Pure Organic Maple Syrup



PACKAGING DESIGN 2023 KIRKLAND SIGNATURE 10LB OATS BAG & TRAY

- XXX
- Design picked out of 4 Designers, 20+ concepts submitted

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PACKAGING DESIGN

Kirkland Signature Rolled Oats, 10lb Bag & Tray





PACKAGING DESIGN CHOCOLATES OF THE WORLD

- Winner of Graphic Design USA In-House Design Awards 2022
- Design picked out of 4 Designers, 14+ concepts submitted

Designing packaging with metallic foil is a treat in the Costco packaging world. The Buyer for this item, Troy Kozen, wanted this design to have a high-end feel, as it's filled with decadent chocolates that are sourced from around the world. Our team did a lot of market research on high-end chocolates to inspire us in our concepts. This design is loved by many and was a hit during the Holiday season in 2021.

PACKAGING DESIGN

Chocolates of the World



SELL UNIT RENDER
HOLIDAY SEASON 2021



PRODUCTION RENDER
COLOR OPTION



PACKAGING DESIGN KS COFFEE PROGRAM

- Concepts for Global Coffee Program Distribution
- Design picked out of 4 Designers, 20+ concepts submitted

Designing packaging for the Kirkland Signature Coffee Program was a dream. This item is HUGE and very well-known. The buyers wanted to move away from Starbucks as a supplier, so they needed the new packaging to reflect that it is a different item.

*This item is still in production and hasn't hit the warehouse yet.

PACKAGING DESIGN

Kirkland Signature Coffee Program



PACKAGING DESIGN



2022 Kirkland Signature
Classic Chocolate Selection Box



Kirkland Signature
BBQ Hardwood Pellets Bag



COSTCO.COM MAILER

- 11 mailers printed annually
- 6 to 8 million printed each month
- 16 to 24 pages + covers
- Average Sales: \$45 million

Role: Art direction, cover design, layout, pre-press production.

New layout implemented in 2018 looks cleaner, reduces labor time and costs, and drives more sales.

“Hello Craig, Ron, Tim and Rick,

Hard to believe another year has gone by. And Costco continues to raise the bar. The “TASTE of the SEASON” (Connection) and “GOURMET Entertaining” (Online-Only) are both world-class, industry leading mouthwatering, true treasure hunt, catalog features; content, imaging and selection . . . Wow! ..Costco’s holiday gourmet food sections in the Connection and the Online-Only catalogs are superior [to Neiman Marcus] in my opinion...

With kind regards,

Reid Goldstein”

A Happy Member

PRINT & LAYOUT DESIGN

Costco.com Mailer

ONLINE-ONLY
MEMBER
11/26/19 - 12/22/19 *Savings*
While supplies last.

Gift Ideas Inside!

COSTCO
.COM

P.O. BOX 34535 • SEATTLE, WA 98124-1535
COSTCO.COM • 1-800-955-2232

PRINTED STD
US POSTAGE
PAID
EIGHT
WHOLESALE

COSTCO
.COM

ONLINE-ONLY
MEMBER
11/26/19 - 12/22/19 *Savings*
While supplies last.

\$40 OFF
\$80 OFF
\$50 OFF
\$700 OFF
\$250 OFF
DON'T MISS ALL THE CYBER MONDAY DEALS!

AUTO & HOME ESSENTIALS

A. Uniden DFR9 Radar Detector Bundle #1321576 **\$60 OFF** Limit 2

B. Type S Ergo Contour Gel Seat Cushion with Comfort Gel Technology, 2-Pack #1362630 **\$29.99 Plus S&H After \$10 OFF** Limit 4

C. Duracell 4 AMP Battery Charger and Maintainer #1278528 **\$49.99** Delivered

D. Type S Ultra-Cushioned Pneumatic Shop Stool 2-Pack #1362602 **\$119.99** Delivered After **\$20 OFF** Limit 4

E. Pebblebee Key OR Wallet Finder, 3-Pack #2353046 **\$39.99** Delivered After **\$10 OFF** Limit 4

F. Delk FrostBlocker Windshield and Mirror Cover, 2-Pack #1362886 **\$44.99** Delivered

COSTCO
.COM

MARCH SAVINGS

ONLINE-ONLY PROMOTIONS AT COSTCO.COM
MARCH 6, 2019 - MARCH 29, 2019
WHILE SUPPLIES LAST

COSTCO
.COM

ONLINE-ONLY @ COSTCO.COM
MEMBER
12/27/19 - 1/21/20 *Savings*
While supplies last.

Proform Tour De France CTC Studio Cycle **\$799.99** DELIVERED AFTER \$200 OFF

Inspire Fitness FTX Functional Trainer **\$1,299.99** DELIVERED AFTER \$300 OFF

P. 11
P. 10
P. 7

PRINT & LAYOUT DESIGN

Costco.com Mailer



A. Richmond 10-Piece Deep Seating Set
Includes three armless chairs, left armchair, right armchair, corner chair, club chair, ottoman, coffee table and side table. All-weather woven resin wicker with Sunbrella® fabric. #1239569
\$600 OFF Limit 5

B. Terra Vista 7-Piece Seating Set
Includes club chair, two corner chairs, two armless chairs and two ottomans. All-weather woven resin wicker with Sunbrella® fabric. #1216538
\$400 OFF Limit 5

D. Endura 6-Piece Modular Seating Set
Includes two corner sections, armless section, right section and ottoman. All-weather woven resin wicker with Sunbrella® fabric. #1222591
\$400 OFF Limit 5

F. Eden 6-Piece Deep Seating Set
Includes sofa, two club chairs, two ottomans and coffee table. All-weather woven resin wicker with Sunbrella® fabric. #1245819
\$500 OFF Limit 5

H. Niko 5-Piece Fire Chat Set
Includes fire table and four melon swivel club chairs. All-weather woven resin wicker with Sunbrella® fabric. Various colors available. #100343221
\$600 OFF Limit 5

J. Reg Seating
Includes armless chair, club chair, ottoman, coffee table and side table. All-weather woven resin wicker with Sunbrella® fabric. #1222707
\$500 OFF Limit 5

I. Hollywood 7-Piece Deep Seating Set
Includes sofa, two club chairs, two ottomans, coffee table and side table. All-weather woven resin wicker with Sunbrella® fabric. Various colors available. #1245848
\$700 OFF Limit 5

K. City 6-Piece
Includes two ottomans, coffee table and side table. All-weather woven resin wicker with Sunbrella® fabric. #1245848
\$500 OFF Limit 5

C. TRINITY Stainless Steel Wheeled Cooler with Cover
Available in 80 quart or 100 quart. High-quality 304 grade stainless steel, detachable cooler tub, attached bottle opener and steel bottom shelf for additional storage. Search: TRINITY19AM
\$50 OFF No Limit

D. Almost Heaven Saunas Morgan 4-Person Barrel Steam Sauna
Red Cedar construction, 6.0 Kw Finnish heater. Tempered full glass door. Exterior dimensions: 72"L x 72"W x 78"H. #100481876
\$2,999.99 Delivered After **\$700 OFF** Limit 5

E. TruGolf Vista 10 C-Series Golf Simulator
Includes E6 Connect with 2-year expanded subscription and TruTrack2 dual component tracking system. #1292618
\$11,999.99 Delivered After **\$2,000 OFF** Limit 5

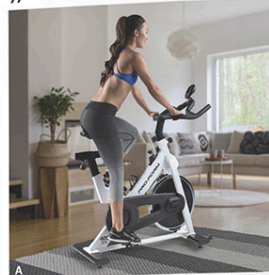
F. JOOLA Noctis 19mm Table Tennis Table
Includes four corner ball holders, two magnetic abacus scooters, four paddles, and six white and six orange ABS competition balls. #100454625
\$469.99 Delivered After **\$100 OFF** No Limit

G. OC Hot Tubs Tranquility 45-Jet, 6-Person Lounge Spa
Adjustable LED waterfall fountain, 5" diameter multicolor LED light and insulated hard cover. #100474287
\$3,999.99 Delivered After **\$1,000 OFF** Limit 5

H. Aquaterra Spas Grayson 17-Jet, 4-Person Spa
Adjustable waterfall, underwater multi-color LED light, ozone water care system. Dimensions: 70"L x 62"W x 32"H. #100361831
\$1,999.99 Delivered After **\$500 OFF** Limit 5



// FOR THE HOME



A. ProForm 405 SPX Indoor Exercise Bike
40 lb effective inertia-enhanced flywheel. LCD display. #100468003
\$299.99 Delivered After **\$100 OFF** Limit 5



B. ProForm Endurance 1520E Smart Elliptical with 1-Year iFIT Coach Included
10" full-color touch display, 32 lb effective inertia-enhanced flywheel. Tablet not included. #100455629
\$1,199.99 Delivered After **\$500 OFF** Limit 5



C. TRINITY Stainless Steel Wheeled Cooler with Cover
Available in 80 quart or 100 quart. High-quality 304 grade stainless steel, detachable cooler tub, attached bottle opener and steel bottom shelf for additional storage. Search: TRINITY19AM
\$50 OFF No Limit



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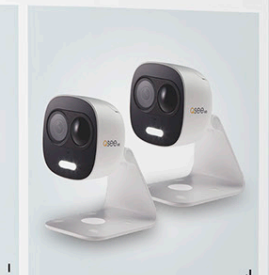
G. OC Hot Tubs Tranquility 45-Jet, 6-Person Lounge Spa
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\$3,999.99 Delivered After **\$1,000 OFF** Limit 5



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Adjustable waterfall, underwater multi-color LED light, ozone water care system. Dimensions: 70"L x 62"W x 32"H. #100361831
\$1,999.99 Delivered After **\$500 OFF** Limit 5



I. De'Longhi Dedicca 15-Bar Espresso and Cappuccino Machine
Easy-to-use control panel with four pre-programmed drink buttons. Manual espresso preparation with automatic milk frothing for cappuccinos and lattes. #2338711
\$299.99 Delivered After **\$100 OFF** Limit 5



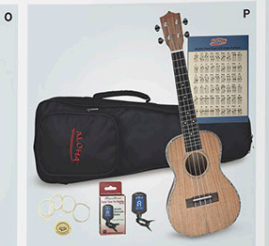
J. Q-See 2-Pack 1080p WiFi Spotlight Camera
#1343036
\$99.99 Delivered After **\$50 OFF** Limit 5



K. Whirlpool 25 cu ft Large Side-by-Side Refrigerator with Adaptive Defrost in Stainless Steel
#1234878
\$270 OFF Limit 5



L. Vinotemp 141-Bottle Single Zone Vino View Wine Cooler
#100396120
\$1,899.99 Delivered After **\$400 OFF** Limit 5



M. Lorex 16-Channel Super 4K Ultra HD DVR System with 12 Cameras
#1342328
\$799.99 Delivered After **\$200 OFF** Limit 5



N. TP-Link Deco M9 Plus Tri-Band WiFi System with Built-In Smart Hub 3-Pack
#1315714
\$219.99 Delivered After **\$100 OFF** Limit 3



O. MW Full Motion Mounts
Search: MOUNT19AM
\$10 - \$20 OFF Limit 5

P. Ashley Aloha KOA Concert Ukulele
#1000218
\$79.99 Delivered After **\$20 OFF** Limit 5



// FOR THE PATIO

ONLINE MARKETING

Costco.com Mailer

HOMEPAGE HEROES

View Warehouse Savings | Holiday Savings | Find a Warehouse | Get Email Offers | Customer Service | US

COSTCO WHOLESALE All Search Sign In / Register Cart

Shop All Departments | Grocery | Business Delivery | Optical | Pharmacy | Services | Photo | Travel | Membership | Locations

Delivery ZIP Code: 98004 Change

ONLINE-ONLY MEMBER Savings **NEW!**
 11/26/19 - 12/22/19
 While supplies last.

Refrigerator | Game Controller | Tablet | Bed | Lamp

View Warehouse Savings | Find a Warehouse | Get Email Offers | Customer Service | US

COSTCO WHOLESALE All Search Sign In / Register Cart

Shop All Departments | Grocery | Business Delivery | Optical | Pharmacy | Services | Photo | Travel | Membership | Locations

MARCH SAVINGS **NEW!**
 NEW ONLINE-ONLY SAVINGS
 MARCH 6, 2019 - MARCH 29, 2019
 WHILE SUPPLIES LAST

SHOP *Unexpected Finds*

FIND *Featured Items* UNDER \$100

SEE *What's Trending*

INDULGE *Yourself In Luxury*

POSTCARD EMAIL

COSTCO .COM

MEMBER ONLINE-ONLY Savings
 11/26/19 - 12/22/19
 While supplies last.

Refrigerator | Game Controller | Tablet | Bed | Lamp

Grand Traditions Holiday Basket \$199.99 Delivered After \$50 OFF	The Fruit Company Grand 12-Box Holiday Tower \$99.99 Delivered After \$50 OFF	XL Gourmet Holiday Cutting Board \$79.99 Delivered After \$20 OFF	David's Cookies Butter Pecan Meltaways, 2-Pack, 32 Ounces Each \$27.99 Delivered After \$7 OFF

ECOM SUMMIT 2019 BRANDING

- Start with logo design as a branding tool
- Directional signage, name badges and brochure.
- Viewed by hundreds

This was fun!

Logo design to full-blown brand identity campaign. My manager assigned me with the task of coming up with the campaign for the eCommerce Brand Summit -- such an honor, as executives from Costco Ecommerce departments from all over came together for this conference.

“Dear Becka,
I wanted to personally share how much we appreciated all the time and effort you graciously dedicated to the International Ecommerce Summit! Every sign, badge and handout your team designed added a level of professionalism and helped build a brand behind the Summit. On behalf of our team, thank you!

Gratefully,

Kathy Ardourel”

VP Global eCommerce

“These [Posters] look Awesome. So professional. All the countries are commenting to date on how professional all of this is feeling to all of them. They are very excited and feel there is going to be great value to all of them.

Thanks so much everyone.....*Kathy*”

BRANDING COLLATERAL

2019 Ecom Summit - Internal



LOGO DEVELOPMENT
FIRST PROOF



LOGO DEVELOPMENT
FINAL LOGO



BRANDING COLLATERAL

2019 Ecom Summit - Internal



NAME BADGES
3" X 4"



EVENT SIGNS
24" X 36"



DAILY AGENDA SIGNS
24" X 36"





ECOM BINDINS FOR MVM

- Millions printed and dispersed
- Costco's most well-known "coupon book"

Every month, the Ecom department designs ads for the popular MVM (Multi Vendor Mailer) that drives our warehouse success. Our VP Amy Norton would come to me directly to design these which are primarily furniture, appliances or patio ads as she entrusts me to come up with a layout that will work well to sell the items. It's generally a challenge as it's always a LOT of content within a small surface area.

PRINT & LAYOUT DESIGN

Multi-Vendor Mailer (MVM)

BEAUTY GIFT IDEAS

LANDING PAGE

COSTCO.COM

Beauty gift ideas

\$10 OFF Limit 5
PureHeals Centella 65 Green Tea Mask and Centella 90 Ampoule Set
Item 1375447

\$9 OFF Limit 5
Georganic Propolis Acne Care Serum
Item 1379880

\$69.99 YOUR COST Limit 5
Sekkisei Skincare Set
Item 1356791

\$15-17 OFF Limit 5
NIGHT Dual Sided Beauty Pillowcase, 2-Pack
Available in standard or king. Item 1358948, 1369271
Pillow not included.

Available only at Costco.com Valid 11/25/19 - 12/24/19
For more beauty gifts, shop Costco.com/beauty-savings.html

COSTCO WHOLESALE

View Warehouse Savings Holiday Savings Find a Warehouse Get Email Offers Customer Service US

Shop All Departments Grocery Business Delivery Optical Pharmacy Services Photo Travel Membership Locations

Delivery ZIP Code: 90004 Change

Home / Beauty Savings

Beauty gift ideas

SEKKISEI Skin Care Gift Set
\$69.99 YOUR COST

Georganic Propolis Acne Care Serum
\$9 OFF

NIGHT Dual Sided Beauty Pillowcase, 2-Pack
\$15-17 OFF

Pureheals Centella Serum and Centella Green Tea Mask Set
\$10 OFF

SEKKISEI Emulsion Moisturizer, 4.7 fl oz, 2-Pack

PURA D'OR Advanced Therapy System Shampoo and Conditioner Bundle
\$10 OFF

Elenisila Collagen 80% Intensive Eye Cream, 2-Pack
\$6 OFF

Skin & Lab Barrierderm Intensive Cream, 3.3 oz
\$6 OFF

PRINTED BINDINS

PORTOFINO
BY BEST BRANDS

10 ft Resort Umbrella
Additional colors available. Item 10046290
\$200 OFF

Casual 7-Piece Dining
Also available in gray. Item 10047552
\$300 OFF

Casual 7-Piece Seating
Also available in gray. Item 10047208
\$500 OFF

Available Only at Costco.com Valid 5/22/19 - 6/16/19

COSTCO Be the first to know!

Search: EMAIL on Costco.com to sign up.

SIGN UP FOR COSTCO EMAILS & RECEIVE:

- The earliest access to exclusive member-only promotions
- An expanded selection of products available online
- EXCLUSIVE email-only and online-only promotions
- Early announcement of new, unique or limited-quantity items
- EXCLUSIVE previews of mailed promotions

COSTCO.COM NEW YEAR, NEW GOALS!

\$799.99 DELIVERED AFTER \$500 OFF LIMIT 5
NordicTrack Z 1300i Treadmill with 1-Year iFit Coach
Assembly required. Item 100467947
Tablet not included.

\$299.99 DELIVERED AFTER \$100 OFF LIMIT 5
ProForm 505 SPX Indoor Exercise Bike
Assembly required. Item 10052179

\$699.99 DELIVERED AFTER \$300 OFF LIMIT 5
ProForm CoachLink E9.0 Elliptical with 1-Year iFit Coach
Assembly required. Item 100471583
Tablet not included.

\$12 OFF LIMIT 10
Nicorette Gum 2 mg or 4 mg, Nicorette Lozenges 2 mg or 4 mg OR NicoDerm CQ Patches 21 mg or 14 mg
Various flavors available. Search: N12AK20

\$8 OFF LIMIT 5
Liquid I.V. Energy Multiplier 20 ct.
Item 1376879

Only at Costco.com Valid 1/2/20 - 1/26/20

COSTCO SHOP COSTCO.COM FOR SUMMER SAVINGS ON APPLIANCES!

\$800 OFF
Samsung 28 cu ft Refrigerator
Available in stainless steel or black stainless steel. Item 1095540

\$900 OFF
Samsung 25 cu ft 4-Piece Electric Kitchen Package
Stainless steel. Item 1334587

\$260-\$400 OFF
Samsung 5.8 cu ft Slide-in Connection Range
Available in electric or gas. Search: S485UN2600

\$300 OFF
Samsung Top Control Dishwasher with 3rd Rack
Item 1095875

\$500-\$700 OFF
LG 4.5 cu ft TurboWash Washer and 7.4 cu ft TurboSteam Dryer with Optional Pedestals
Search: LGS770

\$900-\$1,100 OFF
LG 5.2 cu ft TurboWash Washer and 9.0 cu ft Steam Dryer with Optional Pedestals
Search: LGS900

\$200 OFF
Haier 36" Stainless Steel 3.8 cu ft Free-Standing Single Oven Gas Range
Item 10445144

\$600 OFF
Whirlpool 5.3 cu ft High-Efficiency Washer with Precision Dispense and 8.8 cu ft Dryer
Available in electric or gas. Search: W9800

SHOP ADDITIONAL JULY 4TH APPLIANCE PROMOTIONS
Search: JULYAPPLIANCE for all savings
Valid June 26 - July 28, 2019
Your price includes delivery, installation and haulaway. See item page for more details.

Whirlpool LG SAMSUNG GE APPLIANCES

BLACK FRIDAY 2019 HOMEPAGE DESIGN

- Winning concept from multiple designs submitted
- Record-breaking sales

The pressure is on when you are designing for the concept that will be up for the BIGGEST weekend of the year! The original homepage hero design was then applied to category tiles on the homepage, the landing page, as well as the emails that went out on Thanksgiving and were planned for Black Friday.

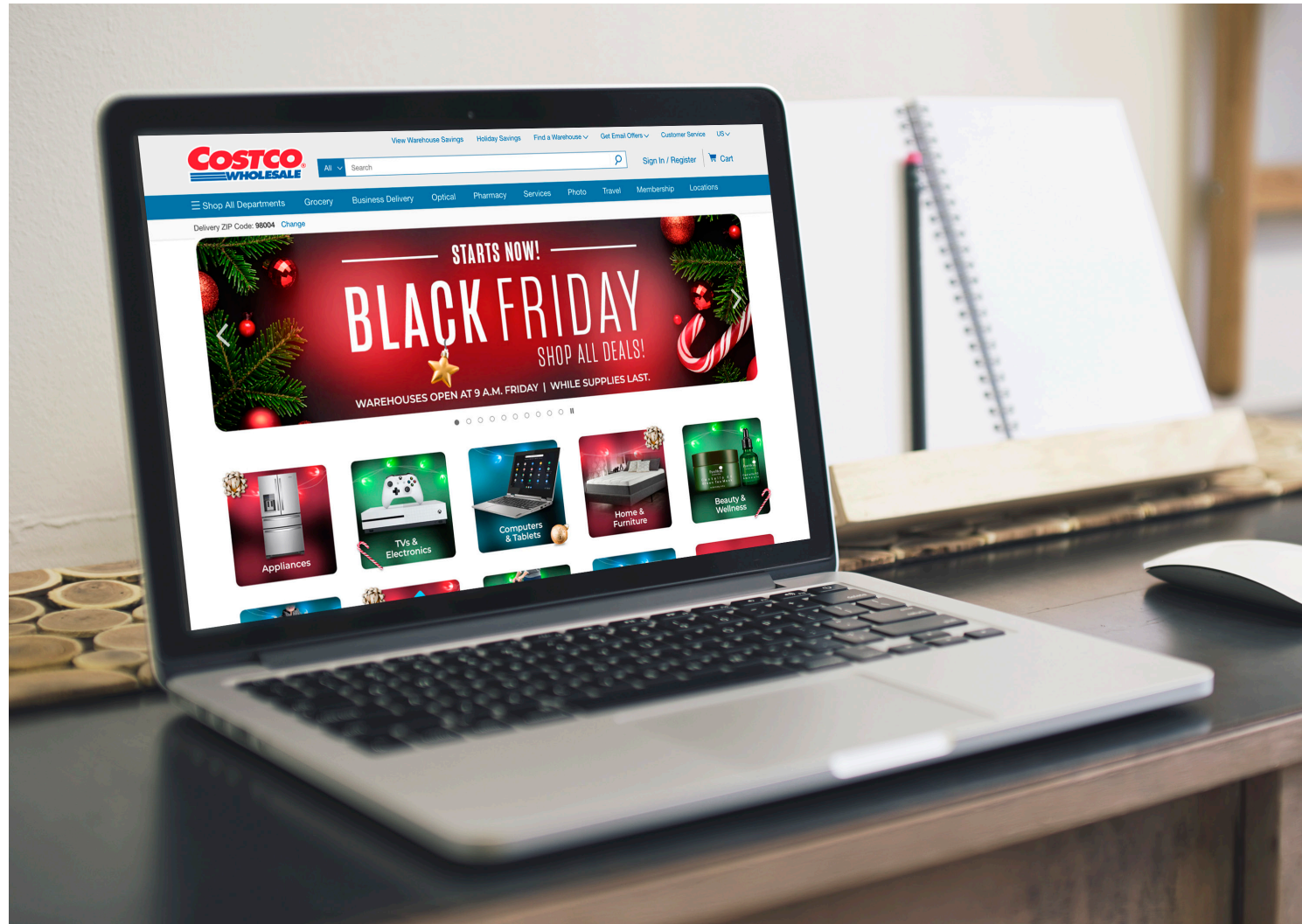
“We had a monster evening in orders, and now, despite all the issues we have had and the fact that we have run no emails for 2 of the busiest retail days of the year, our combined orders for Thursday/Friday are roughly EQUAL to last year’s TDay/Black Friday orders. That is a real testament to the great items and values our buyers delivered, the magic created by our Marketing and Content group, combined with the incredible patience and loyalty of our members.”

Mike Parrott
Senior Vice President
US eCommerce

“Best homepage ever!”
Amy Norton
Assistant Vice President
US eCommerce

HOMEPAGE & EMAIL DESIGN

Black Friday 2019



View Warehouse Savings Holiday Savings Find a Warehouse Get Email Offers Customer Service US

COSTCO WHOLESALE All Search Sign In / Register Cart

Shop All Departments Grocery Business Delivery Optical Pharmacy Services Photo Travel Membership Locations

Delivery ZIP Code: 98004 Change

STARTS NOW!
BLACK FRIDAY
 SHOP ALL DEALS!
 WAREHOUSES OPEN AT 9 A.M. FRIDAY | WHILE SUPPLIES LAST.

Appliances TVs & Electronics Computers & Tablets Home & Furniture Beauty & Wellness

Clothing & Jewelry Gift Cards & Baskets Sporting Goods & Toys Garage & Backyard Thanksgiving Day ONLY

Ring Smart Home Security Up to \$60 OFF Philips Sonicare DiamondClean \$149.99 Delivered After \$150 OFF Apple iPads \$70 - \$100 OFF Apple Watch Series 5 \$30 OFF

SAMSUNG HOLIDAY SAVINGS EVENT
 Samsung Devices at Black Friday Prices 11/22/19 - 12/1/19

Holiday Cards Starting at \$13.99 for 50

Holiday Savings
 While supplies last.

\$110 INSTANT OFF
 \$70 OFF WHEN YOU BUY ANY FOUR (4) BRIDGESTONE TIRES* - \$40 OFF INSTALLATION!
 Valid 11/22/19 - 12/24/19

SPECIAL EVENTS
 Exciting products for a limited-time. While Supplies last.

Earn cash back rewards on every purchase.

The Costco Connection

\$52.75 After \$2 OFF
 Limit 2
 Holiday-Theme Forever® Stamps
 8 Packs of 25 Stamps
 Warehouse Only
 Valid 11/22/19 - 11/29/19

Sponsored Products

Member Only Item Nest Yale Lock with Lever Combo

Member Only Item Google Nest Hello Video Doorbell with 6 Month Most Aware Subscription

Member Only Item Nicorette Quit Smoking Aid 5mg. or 1mg. Nicotine Transdermal Gum 200 Pieces

\$17.99 ThermoCare Neck, Wrist and Shoulder 9 HeatWicks

Member Only Item Casper Select 12" Memory Foam King Mattress

Customer Service Find a Warehouse Get Email Offers Follow Us

Get Help Or Contact Us City, state or zip Enter your email GO

About Us
 Charitable Contributions
 Company Information
 Sustainability Commitment
 Investor Relations
 Jobs
 Kirkland Signature
 Logo and Media Requests
 Product Videos
 The Costco Connection
 Quick & Easy Recipe Videos
 Costco Blog
 Employee Site

Membership
 Join Now
 Member Privileges
 Executive Membership Terms
 Sign In or Register
 Credit Card

Vendors & Suppliers
 Supply Chain Disclosure
 Ethical Sourcing for Suppliers
 Supplier Diversity

Customer Service
 Costco Shop Card Balance
 Order By Item Number
 Concierge Tech Support & Warranty
 Export & Domestic Volume Sales
 Order Status
 Preventing Fraud
 Shipping
 Returns
 Recalls
 Returns and Exchanges
 Returns Policy
 Accessibility

Locations & Services
 Find a Warehouse
 Locations Closing Soon
 Hours and Holiday Closures
 Gasoline
 Hearing Aid Center
 Optical
 Special Events
 Gift Registry
 CostcoCredentia
 Grocery by Instacart

Site Map Terms and Conditions Your Privacy Rights Interest-Based Ads Feedback

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BLACK FRIDAY 2019

Animated GIF Design



EMAIL HERO ANIMATION
FLASHES THROUGH THE COLORS



HOPE FOR LIFE BRAND COLLATERAL

I have been a proud sponsor of Hope for Life since they started in 2009, and was their in-house Graphic Designer for their first 7 years. They have grown drastically in size over the last 10 years, and the work they do is amazing and needs to be shared with the world!

HOPE FOR LIFE

Brand Collateral



TRANSFORMING LIVES IN RWANDA
Stay Connected

 facebook.com/hopeforliferwanda

 instagram.com/hope.for.life.ministry

SPONSOR A CHILD
hopeforlifeministry.org/sponsor-a-child

LEARN MORE
hopeforlifeministry.org

EQUIPPING RWANDA'S
MOST VULNERABLE CHILDREN
TO CHANGE THEIR LIVES.



HOPE FOR LIFE

CONNECT CARD



HOPE FOR LIFE

THANK YOU CARD


◀ FRONT

▼ BACK



www.hopeforlifeministry.org

facebook.com/hopeforliferwanda
instagram.com/hope.for.life.ministry



DONATION FORM

Yes, I will help fight child homelessness!

Name _____

Address _____

City, State, Zip _____

Email _____

Phone _____

I would like to:

GIVE MONTHLY

- Sponsor a child in the community - \$45/month
- Sponsor a child at HFL's Rehabilitation Center - \$90/month
- Other / Greatest Need - \$_____

GIVE A ONE-TIME GIFT OF \$_____

METHOD OF PAYMENT

Check or Cash
Enclosed is my check made payable to Hope For Life.
(*If possible, we respectfully request that you pay by check so we can avoid credit card transaction fees.)

Credit Card

Credit Card Number: _____

Exp. Date: _____

Name on Card: _____ CVV: _____

Billing Address: _____

Payment Type (circle one):
VISA / MASTERCARD / AMERICAN EXPRESS / DISCOVER

Charge Me: Now Date: _____

• Donations are tax deductible to the extent allowed by law.

www.hopeforlifeministry.org
PO Box 75684 • Seattle, WA 98175

DONATION FORM

HOPE FOR LIFE

Annual Report 2015



IMPACT | 2015

54 HIDS DIRECTLY SERVED

7 NEW HIDS IN HOPE FOR LIFE

4 HIDS REINTEGRATED BACK INTO FAMILIES

17 RWANDANS EMPLOYED

4 HIDS SPONSORED IN COMMUNITY

3 CHILDREN MET THEIR RELATIVES FOR THE FIRST TIME

82% OF OUR CHILDREN PASSED THEIR GRADE AND WILL MOVE UP IN SCHOOL

HIGHLIGHTS | 2015

SPONSORSHIP
For the first time in Hope For Life's history, every child living at HFL has a sponsor!

FAMILY RECONCILIATION // pictured above left
7-year-old abandoned twins Benjamin and Grace never thought they'd have a family. Extended family members were found and met the twins. Grinning, Benjamin told us, "I learned that I have family and they love me and care about me!"

US OPERATIONS
Due to the generosity of the Hovde Foundation, a US staff member was able to invest 20 hours per week into fundraising and US operations.

WHO WE ARE | 2015

Hope For Life transforms the lives of homeless youth in Rwanda by providing housing, education, and counseling. We seek to make a sustainable impact through reconciling families and improving their long-term standard of living.

Defeating poverty isn't about aid alone, it's about holistic healing and leadership development.

OUR IMMEDIATE IMPACT:
We rescue homeless, imprisoned, and abused children, providing them with loving homes, holistic healing, and excellent educations.

OUR LONG-TERM IMPACT:
We raise them to be a generation of influencers who are engaged in building their community.

How We Intervene

Our team is focused on making a great and lasting change in the lives of our children. By identifying and intervening in the five biggest barriers affecting street youth's long-term happiness and growth, we are bringing a holistic transforming to their lives.

IMPACT | 2015

\$41,244 GALA INCOME

67 REGULAR MONTHLY DONORS

111 NEW DONORS

100 VOLUNTEERS

34 RWANDA

66 USA

61% UP FROM 59% RETENTION RATE ACROSS ALL DONORS

FINANCES | 2015

INCOME

USA DONATIONS \$146,065

RWANDAN DONATIONS \$427

RWANDAN ASSET SALES \$1,075

TOTAL :: \$147,567

EXPENSES

PROGRAMS \$89,679

REHABILITATION CENTER: \$67,047

HIDS IN THE COMMUNITY SPONSORSHIPS: \$12,569

COMMUNITY DEVELOPMENT: \$18,863

ADMINISTRATION \$16,236

FUNDRAISING \$11,511

TOTAL :: \$117,427

GIFTS IN KIND \$5,162

TOTAL NET INCOME: \$30,140

LIQUID ASSETS

BANK CHECKING ACCOUNTS \$103,043

RESTRICTED FUNDS (DESIGNATED TO SPECIFIC FUNDS) \$8,800

TOTAL AVAILABLE FUNDS :: \$94,243

FUNDRAISING: \$11,511 (9.6%)

ADMINISTRATION: \$16,236 (13.8%)

PROGRAMS: \$89,679 (76.4%)

IMPACT | 2015

We were privileged to partner with 41 organizations and churches in Rwanda and in the USA this year.

Here are a few of our new partners:

- HUMANIUM
- SMASNE CELLARS
- RWANDA TRADING COMPANY
- MACLEOD CHARITABLE TRUST
- SEATTLE CIDER COMPANY
- CHRISTIAN LIFE ASSEMBLY
- BREAKTHROUGH PARTNERS
- NORTHLAKE CHRISTIAN CHURCH

HIGHLIGHTS | 2015

RWANDAN LEADERSHIP // pictured at right
Rwandan leadership was successfully transitioned to Rwandans. This is an important milestone as we seek to equip local leaders to change their own communities.

GALA // pictured at far right
175 guests and 60+ volunteers joined us in Seattle for our 2nd Annual Gala, raising over \$45,500 to enable our staff to continue loving and impacting vulnerable children.

SANDRINE // pictured below
4-year-old Sandrine, the sister of two of our boys, was miraculously saved from imminent death. She continues to make enormous strides in her recovery.

SPIRITUAL DEVELOPMENT
Sponsorship Coordinator, Amanda Good, invested heavily in spiritual development, implementing new strategies, such as journaling, that were deeply impactful.

"I thank God because He rescued me from the street. I didn't realize I could stop that life but He showed me that He is able as God. He helped me stop doing drugs and stealing. I just thank Him because He really loves me... When people see me, I want them to see love."
—Anonymous journal entry

"I invite you to look forward 20 years. I invite you to imagine the most influential people in Rwanda being those who were a part of Hope For Life. I invite you to imagine a generation of healthy and skilled men and women passionate about loving their families and changing their communities. I invite you to imagine teachers who equip the young, dads who are able to provide for their children, doctors who heal the sick, politicians who advocate for the poor, and pastors leading their communities towards Jesus. Then, I invite you to remember that these men and women are doing this because twenty years before, you believed in them as children. Your partnership is not only changing lives in Rwanda now, but is shaping future generations of leaders to come. Thank you!" -The Hope For Life family

www.hopeforlifeministry.org



PERSONAL PROJECTS

I thoroughly enjoy doing hand-lettering and illustration projects for weddings, events and businesses. My graphic design career started with a love for drawing and painting, so this gets me back to the drawing board and boosts the creativity!

HAND-LETTERING

Cricket
& Mitchell

TOGETHER WITH THEIR PARENTS
CRICKET NOEL HARBER AND
MITCHELL JOHNSON GUNSOLUS
INVITE YOU TO JOIN THEM AT THE
CELEBRATION OF THEIR MARRIAGE

FRIDAY, AUGUST SIXTEENTH AT
FOUR THIRTY IN THE AFTERNOON

THE HALL AT FAUNTLEROY
WEST SEATTLE, WASHINGTON

DINNER AND DANCING TO FOLLOW
#2TICKETSTOTHEGUNSHOW

Thomas &
Megan

THOMAS MANFRED SCHMIDT
— and —
MEGAN ELISABETH ENGLE

REQUEST THE HONOR OF YOUR PRESENCE
at their wedding

JUNE 25, 2016
at six o'clock in the evening

1601 LOMITA WAY | EL DORADO HILLS, CA 95762

Appetizers & dancing to follow

LOGO & APPAREL DESIGNS



**RESCUE RUNNERS
LOGO DESIGN**
NYC MARATHON

RESCUE RUNNERS



**WILSON FAMILY
SWEATSHIRT DESIGN**

**WILSON FAMILY
TRADITION**

BIG HEART BIG SMILE FOUNDATION BRANDING

Big Heart Big Smile Foundation was created in memory of an amazing six year old girl, Kaci Edelbrock. Kaci always had a big smile on her face and an even bigger heart. She enjoyed life to the fullest, and touched many hearts in her six short years. Kaci passed away in a motorhome accident on September 3, 2018 along with her grandma Lois. The 2019 inaugural 5K is only one of several efforts including concerts and sporting events in Kaci's honor.

