

FFC8 serves over 8,000 students in Fountain, Colorado, and on the Army Installation. To support its mission of prioritizing trust-building and engagement to foster belonging, FFC8 developed a visual identity for the Foster the Future Community 5K Fun Run—a charity run raising funds for programs that directly impact student well-being, including:

- FFC8 Food Pantry provides nutritious meals to families in need
- Community Clothing Closet offers new clothing to students free of charge
- Sources of Strength, a peer-led suicide prevention and wellness initiative

The campaign's creative strategy used strong branding, vibrant event materials, and engaging messaging to increase awareness, encourage participation, and reinforce FFC8's commitment to student success. Each year, a slight twist is incorporated into the main brand to maintain the vibrancy while expanding the usage of fun apparel, signage, and other materials.

Strategic Approach

To ensure strong participation, FFC8 needed a visually cohesive brand identity that would be recognizable across multiple platforms. Given the district's mobile population, the branding had to be adaptable and consistently visible to reach students, families, and staff effectively. The campaign prioritized a uniform visual identity applied to a variety of formats, including:

- **Event Logo & Custom Pattern:** Reinforced brand identity across all materials.
- **Flyers & Posters:** Placed in schools and community locations for high visibility.
- **Portal Banner for Staff:** Ensured district employees were engaged and informed.
- **Social Media Templates:** Created shareable, visually consistent content for digital promotion.
- **Stickers & T-Shirts:** Built excitement among participants and provided long-lasting brand exposure.

By integrating the Foster the Future branding across these channels, FFC8 maximized visibility and engagement, creating a unified and recognizable campaign leading up to the event. To date, the annual event has brought over 230 participants each year to raise more than \$19,000 that directly impacts student well-being.