



Case Study: The Drew Barker-Wright Charity New Website



The Client

The Drew Barker-Wright Charity is a small family-run organisation, raising awareness of and funds for, rare childhood cancer. The charity, founded in memory of Drew, is run by his parents.

The charity first met with Impact IT to build a website and develop its brand in 2017. Now entering its sixth year, it was decided that it was time for a refresh of the site and an opportunity to re-focus on the charity's objectives.

Project Overview

In its original form, the charity website served a very particular purpose. It was a window for Paediatric Chordoma, an ultra-rare childhood cancer. It was also a place for new followers to learn about Drew's story, the family's aims to honour his memory, and an opportunity for his parents to share their fundraising progress with their local and wider community.

Now six years into the running of the charity, and the evolution of the organisation, the client wanted a natural segue of the family's personal story from the foreground. The challenge has been to refresh the feel and design of the site and to move its focus to encompass a broader audience, whilst maintaining its gentle approach.

The charity's aims were:

1. To raise awareness of the signs and symptoms of childhood cancer.
2. To help people understand the difference between childhood and adult cancers.
3. To raise funds for research.
4. To be a point of information for families who have children with chordoma.
5. To move the family's story from the foreground.

Key Points:

Drew Barker-Wright is a family run charity set up in 2018 to raise awareness for Paediatric Chordoma.

The aim of the charity is to raise awareness, understanding, funds and to be a place of information for families also suffering from the same situation.

This is a second design of the website, and the design has translated into email signatures.

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Summary

We worked with the client to identify the key sections of the original site to maintain. We then established the new information that needed to be created, and how it could be collated in an accessible and digestible design and layout. The result is a pared down form of the original site, featuring a clean colour scheme and homepage which displays the charity's main aims concisely summarised. We guided the client to keep all information relating to the genesis of the charity to a simple About page. This in turn allows new visitors the option to take what they need from the site.

When the design was approved, we translated this into email signatures for the founders. As needed by the charity, we will also transpose the design to stationary, leaflets and t-shirts. Again, this has been a sensitive project to work on, but very rewarding.

Visit the site www.dbwcharity.org

Impact IT designed and developed a website for Drew Barker-Wright Charity to help tell their story about chordoma.



<https://dbwcharity.org>

Testimonial

“Approaching the update of our charity website was daunting. Being so close to the subject matter can make it very difficult to determine what is necessary and what is not. Impact IT guided us through the process with respect and understanding. They helped us highlight what was important for our charity to move forward whilst remaining sympathetic to its origins.

Nancy Morgan is the personification of professionalism. Her team, through her leadership, conducted themselves wonderfully, and delivered everything we asked for. They are always prompt with communication and offer exceptional advice and support. We cannot recommend them highly enough and will always be incredibly grateful for their services.”