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Gorillas Can Be Bridge Builders, Too

Gorilla Branders donate \$50,000 in-kind to increase support of local nonprofit

SANTA CRUZ COUNTY, Calif. — [Community Bridges](#) is one of the largest non-profit organizations in the Monterey Bay area and the eighth largest employer in Santa Cruz County, California. After being introduced to the services Community Bridges provides, [Gorilla Branders](#) was moved to donate more than \$50,000 in in-kind support, helping this organization increase awareness and support in the community.

The team at Gorilla Branders was excited to use its Silicon Valley savoir-faire to put a fresh face on such a time-honored symbol of social justice.

“This has been the most emotionally satisfying project we have worked on since launching Gorilla Branders,” said Ian Utile, Gorilla Branders Chairman. *“Community Bridges and its programs provide a safety net for our family, friends and neighbors. Without these services, everyone here would suffer a great loss.”*

Since 1977, Community Bridges has worked to make Santa Cruz and Monterey Counties stronger, healthier and more vibrant. It operates ten major social service programs, across twenty different sites throughout Santa Cruz County, reaching 27,000 children, families and seniors each year.

After receiving drastic cuts to their government funding, the organization is taking a more holistic look at its operations. In doing so, Community Bridges hopes to increase the unity of its ten individual initiatives, eliminate competition among programs, and leverage this integration to better serve the local community. Gorilla Branders played a crucial role in making this vision a reality.

“It’s clear that Community Bridges has made an amazing impact over the years, but we have struggled to communicate all that has been accomplished together. We are excited to share our unified story, and grateful for all Gorilla Branders has done to make this possible.” said Raymon Cancino, CEO of Community Bridges. *“Our hope is that with more awareness, we’ll be able to create more sustainable solutions to support our mission.”*

During this collaborative partnership, Gorilla Branders created a unified identity that brought together 10 separate programs including: [Meals on Wheels](#) for Santa Cruz County, [Lift Line](#), [Elderday](#) Adult Day Health Care, Child & Adult Care Food Program ([CACFP](#)), Child Development Division ([CDD](#)), Women, Infants & Children ([WIC](#)), [La Manzanita Community Resources](#), [Live Oak Community Resources](#), [Mountain Community Resources](#) and [Nueva Vista Community Resources](#).

This project converged the values of the new Community Bridges leadership and the existing legacies of the programs, ensuring enhanced continuity and a streamlined direction.

To join Gorilla Branders in investing in Community Bridges’ brighter future, and to see this brand in action, please visit www.CommunityBridges.org.

ABOUT GORILLA BRANDERS

[Gorilla Branders](#) is a creative agency that works with Silicon Valley businesses like the much anticipated [Hoverboard.com](#) as well as the disruptive [QuickComplyApp.com](#). Their current clients include Trent Dilfer, Mariel Hemingway, Adam Wainwright, and non-profit organizations like the [2535.foundation](#) and [Community Bridges](#). During the last year, they have launched media portals for NFL and MLB players in partnership with Pro Athletes Outreach ([TheIncrease.com](#)), TDFB and Nike ([QBCentric.com](#)).

ABOUT COMMUNITY BRIDGES

Since 1977, Community Bridges has been a catalyst for a brighter future by opening doors, offering hope and providing a hand up to the people of Santa Cruz County. Our ten programs, across 20 different sites, meet the needs of 27,000 children, families and seniors each year, throughout Santa Cruz and Monterey Counties. We empower seniors to live with independence and dignity, increase access to medical care and good nutrition, prevent child abuse through parent education, and work to close the academic achievement gap. Please visit us at www.CommunityBridges.org to learn more.