

Grant Me Hope announces new logo

FOR IMMEDIATE RELEASE

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The Board of Directors of Grant Me Hope is pleased to unveil the nonprofit's new logo.



“We are giddy about the logo!” Grant Me Hope founder Helen Zeerip said. “It represents the love between an adoptive parent and their child and the need we have to bring the plight of the foster child to everyone in the United States. I don’t think people are aware there are 600,000 kids available for adoption in the U.S. today through the foster care system. People aren’t aware that it is basically free to adopt a foster child. We need to take this message to everyone in the United States and get these beautiful children a loving adoptive home.”

As the nonprofit has grown in the last 17 months and expanded throughout Michigan, Ohio and plans to go nationwide, the need for a logo that depicts its work has become necessary. After meeting about what they hoped to see in a new logo, the board contacted Careerline Tech Center’s graphic design teacher Sally Salkowski who gave Zeeland West High School senior Jacob Smith the task because of his professionalism and experience with other organizations. One of which is for John Ball Zoo’s new recycling program.

For Grant Me Hope, Smith came up with a design that shows an adult and child holding hands over a heart with the United States in the background. Smith, who plans to attend Grand Valley State University to study graphic design, was unfamiliar with Grant Me Hope but was inspired by its mission saying “I love what they’re doing.”

The organization’s previous logo was simply the name Grant Me Hope, the same font was incorporated into the new logo.

About Grant Me Hope: Founded in 2014 by Helen Zeerip, foster and adoptive parent and owner of Holland-based Teddy’s Transport, Grant Me Hope underwrites short videos of children who are wards of the state and part of the foster care system. The videos are produced by Fusion Graphic Consultants and aired on partnering television stations in Grand Rapids (Channel 13-WZZM), metro Detroit (Channel 7-WXYZ), Cadillac, Traverse City, Sault Ste. Marie (WWUP-News 9 & 10) and now in Cincinnati, Ohio (ABC’s Channel 9-WCPO). Find out more at grantmehope.org or [Facebook.com/Grant Me Hope](https://Facebook.com/GrantMeHope).