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CASE STUDY

Capital Youth Empowerment Program

A website that connects families to bright futures

CLIENT
Capital Youth Empowerment Program (CYEP)

ORGANIZATION
Nonprofit serving youth and families in the National Capital region

WORK DONE
Website design and development, ongoing support

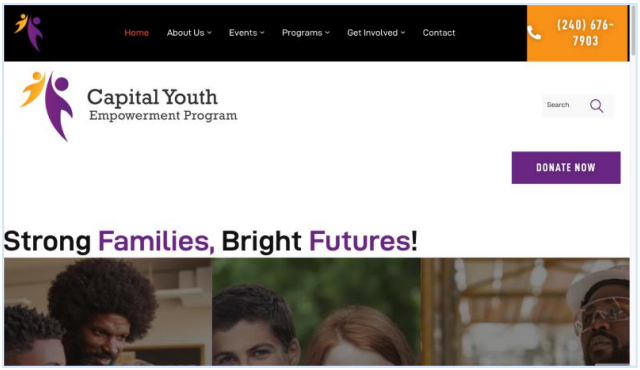
CYEP serves as a bridge in the National Capital region, connecting families and fathers with the skills and resources to build stronger lives. **Their website should be the first bridge.**

Why it mattered

CYEP runs programs for young people, fathers, and families. A parent, a teen, or a donor should find the right one in a click and know how to take the next step.

What we did

- **Designed and built the site.** A clear home for CYEP's mission and its work.
- **Put the programs up front.** STEM mentoring, Healthy Relationships, and Fathers in Tech, each one click away.
- **Made giving easy.** A Donate Now button sits at the top of the homepage.
- **Made CYEP easy to reach.** The menu and phone number are right at the top of the page.
- **Gave news and events a home.** Stories, the Celebrity Golf Tournament, and Giving Day.
- **Stayed by their side.** We provide ongoing website updates and support.



The CYEP homepage. Live at cyep.org

1,000+	3	Ongoing
families served, reported by CYEP	programs one click from the homepage	website updates and support

The family figure is an organizational result reported by CYEP.

REFERENCE
Mr. Isaac King, CYEP
703.655.8175
iking@cyep.org

LET'S TALK ABOUT YOUR PROJECT
Venice Web Design
240.979.6777 | info@venicewebdesign.com
venicewebdesign.com