

Change. Not Charity.



THE GIVING KEYS

A PAY IT FORWARD COMPANY



Overview

The Giving Keys is a jewelry brand that creates employment for people transitioning out of homelessness. Each product is made from repurposed keys stamped with a single word and produced through paid work, training, and support.

Promise

To support real change by creating access to employment and opportunity.

Mission

To provide paid jobs and stability for individuals transitioning out of homelessness.

Old

As more brands position themselves as doing good, people have become desensitized and real impact can get lost.

Keywords

- Action
- Employment
- Dignity
- Stability

Situation Analysis

- Company
 - The Giving Keys is a jewelry brand that creates paid employment for people transitioning out of homelessness.
- Customers
 - People who want to support meaningful causes but are unsure which brands are creating real impact.
- Culture
 - As more brands claim to lead with purpose, audiences have become fatigued and more critical.
- Competition
 - Many brands rely on inspirational messaging, but few clearly show how their products create change.
- Category
 - The Giving Keys blends jewelry with social impact, standing apart through employment-based change.

Competition

Direct

- Pura Vida
 - Uses colorful accessories and inspirational messaging tied to charitable causes.
- Akola
 - Focuses on ethical jewelry production while supporting women through employment and education.
- Soko
 - Connects artisans to global markets through ethically made jewelry and accessories.

Adjacent

- ABLE
 - Builds fashion products around ethical wages and long-term economic empowerment.
- Bombas
 - Known for its buy-one-give-one model, tying everyday purchases to direct donation.
- Thistle Farms
 - Provides employment and housing for women survivors through social enterprise products.

Aspirational

- Patagonia
 - Sets the standard for values-led brands by backing purpose with long-term action.
- TOMS
 - Popularized cause-based consumption through simple, accessible giving models.
- Greyston Bakery
 - Demonstrates how open hiring and employment-first systems can create lasting impact.

SWOT

Strengths

The Giving Keys creates real, measurable impact through paid employment and an authentic social enterprise model.

Weaknesses

The brand's employment-based impact is not always immediately understood at first glance.

Opportunities

The brand can stand out by clearly showing how each purchase directly supports jobs and long-term stability.

Threats

Purpose-driven fatigue and similar messaging from competitors make differentiation more difficult.

New

The Giving Keys turns change into something people actively take part in, extending beyond products into shared words, public spaces, and everyday moments.



Alex Morgan

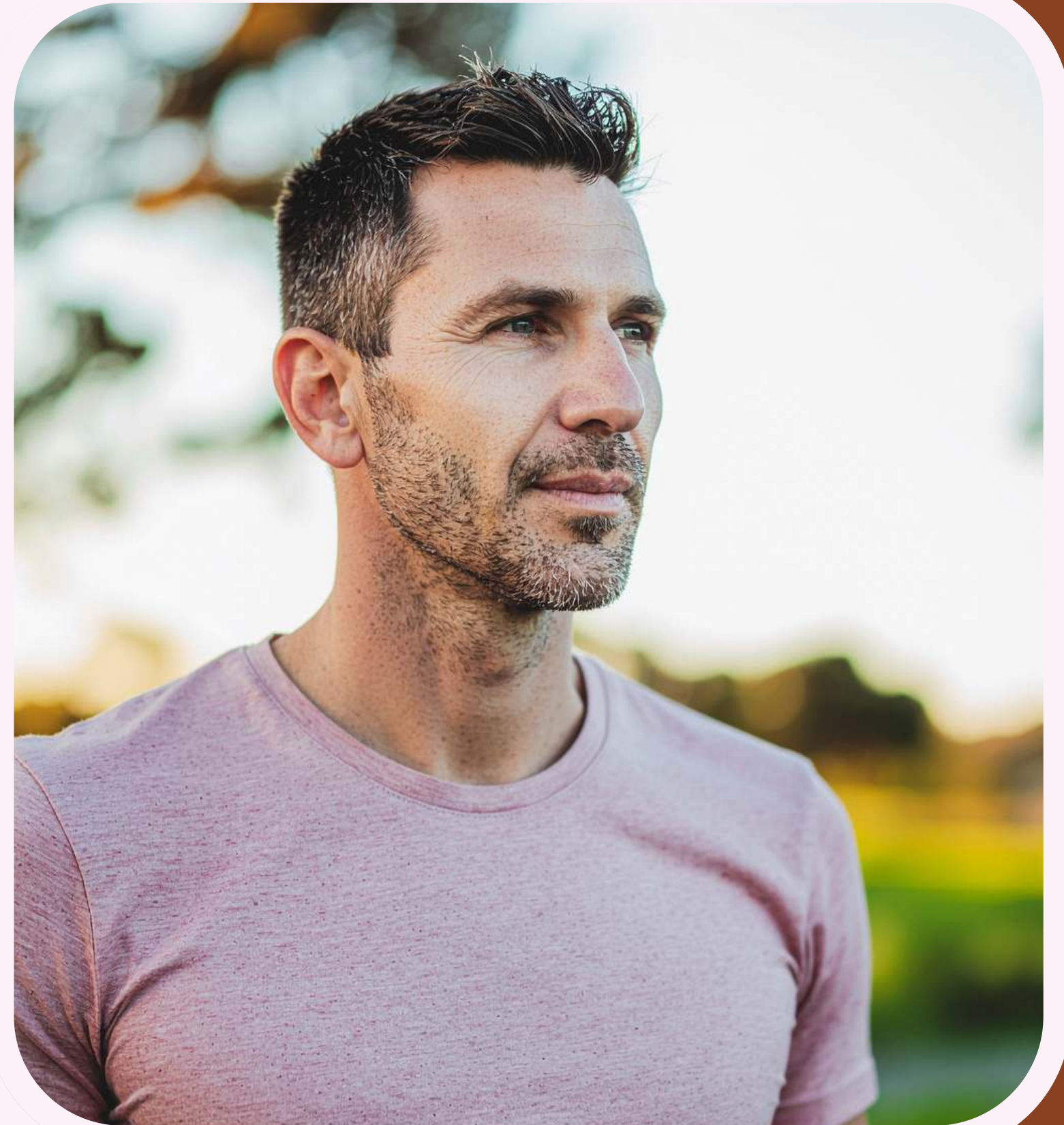
A 28-year-old urban professional who supports genuine impact.

Alex believes in second chances and wants to support brands that create real impact. She is skeptical of surface-level purpose messaging and often feels overwhelmed by how many brands claim to do good. Alex looks for transparency and proof of change, preferring ways to participate that feel genuine rather than performative.

Jordan Hayes

A 42-year-old father and thoughtful gift-giver who supports meaningful causes.

Jordan wants the gifts he gives to stand for something real. He looks for brands that feel honest and grounded, especially when buying for milestones or moments of encouragement. He values impact over trend and prefers products that represent growth and resilience.





Maria Lopez

A 35-year-old professional who supports long-term change.

Maria believes in systems that help people move forward, not one-time gestures. She is intentional about the brands she supports and looks for transparency and real outcomes. Maria values dignity, stability, and opportunity, and is drawn to organizations that show how change happens through action rather than messaging.

Creative Brief

What is advertising going to accomplish?

Clarify how The Giving Keys creates change through employment, not charity.

Who are we going to connect with?

People who want to support meaningful causes but value proof over promises.

What insightful information do we know about them?

They believe in second chances and want to feel involved, not performative.

Single most effective message?

Change is something you take part in.

What else supports this message?

The Giving Keys creates paid jobs for people transitioning out of homelessness, making impact tangible and visible.

CHANGE. NOT CHARITY.

Unlock Second Chances at TheGivingKeys.com



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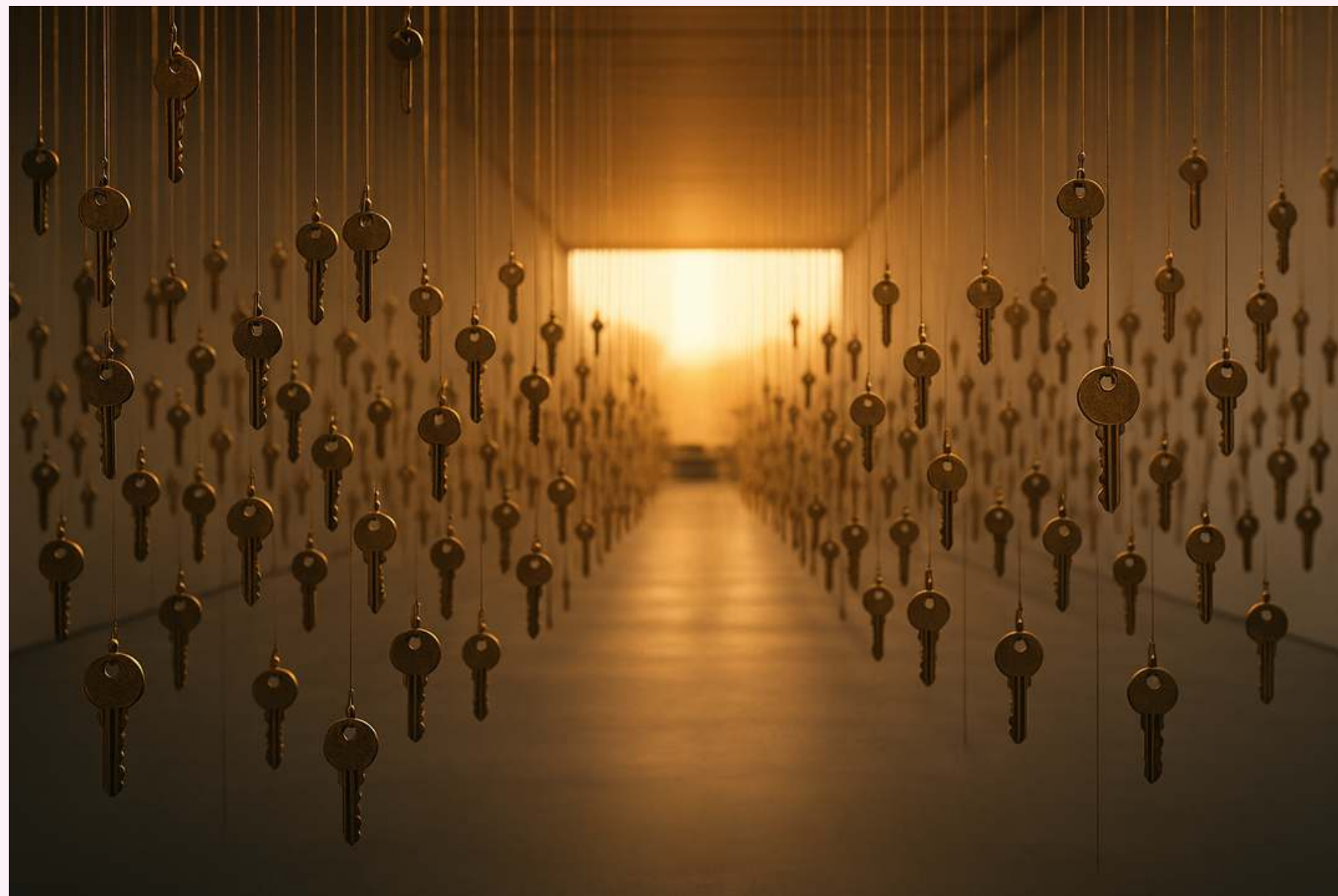
Unlock Second Chances at TheGivingKeys.com



THE GIVING KEYS

The Hall of Second Chances


A walk-through public installation of suspended metal keys, each stamped with a word like Hope, Courage, and Dignity. The experience ends at a community word wall where visitors share the word that carried them through a difficult moment.




THE GIVING KEYS



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999 Likes

TheGivingKeys Walk through hope. Share your word.
Unlock Second Chances at TheGivingKeys.com



Community Word Wall

Visitors add the word that carried them through a hard moment, turning the wall into a growing collection of shared experience shaped by the community.





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999 Likes
TheGivingKeys Every word here helped someone through. What's yours?



Write it Forward

Write It Forward invites people to share a word or message that appears on a digital wall or is printed and shared with local shelters, turning small acts into collective support.



THE GIVING KEYS

DIGITAL WORD WALL

HOPE COURAGE

STRENGTH DIGNITY

RESILIENCE FAITH

PERSEVERANCE

KINDNESS



THE GIVING KEYS

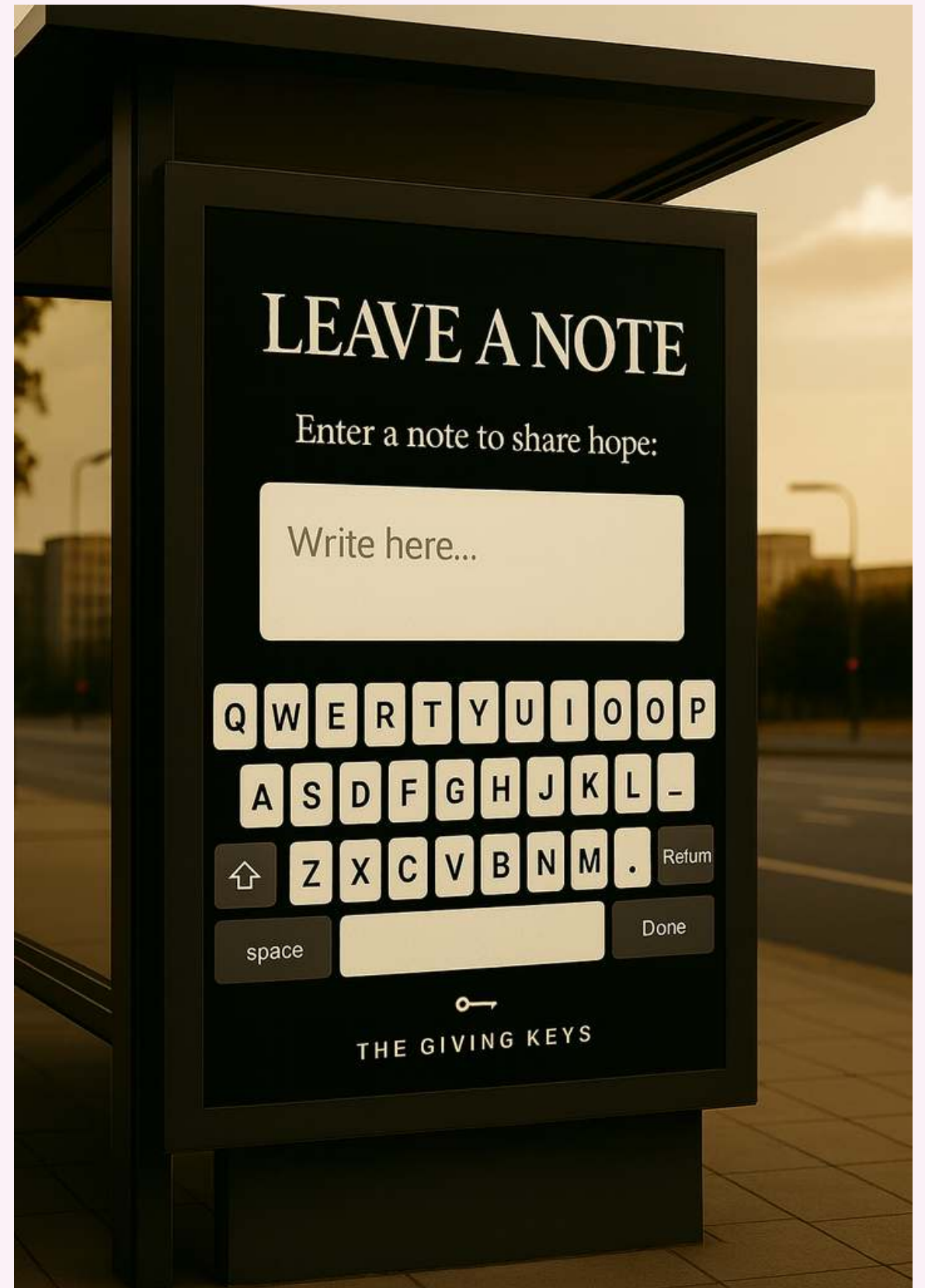
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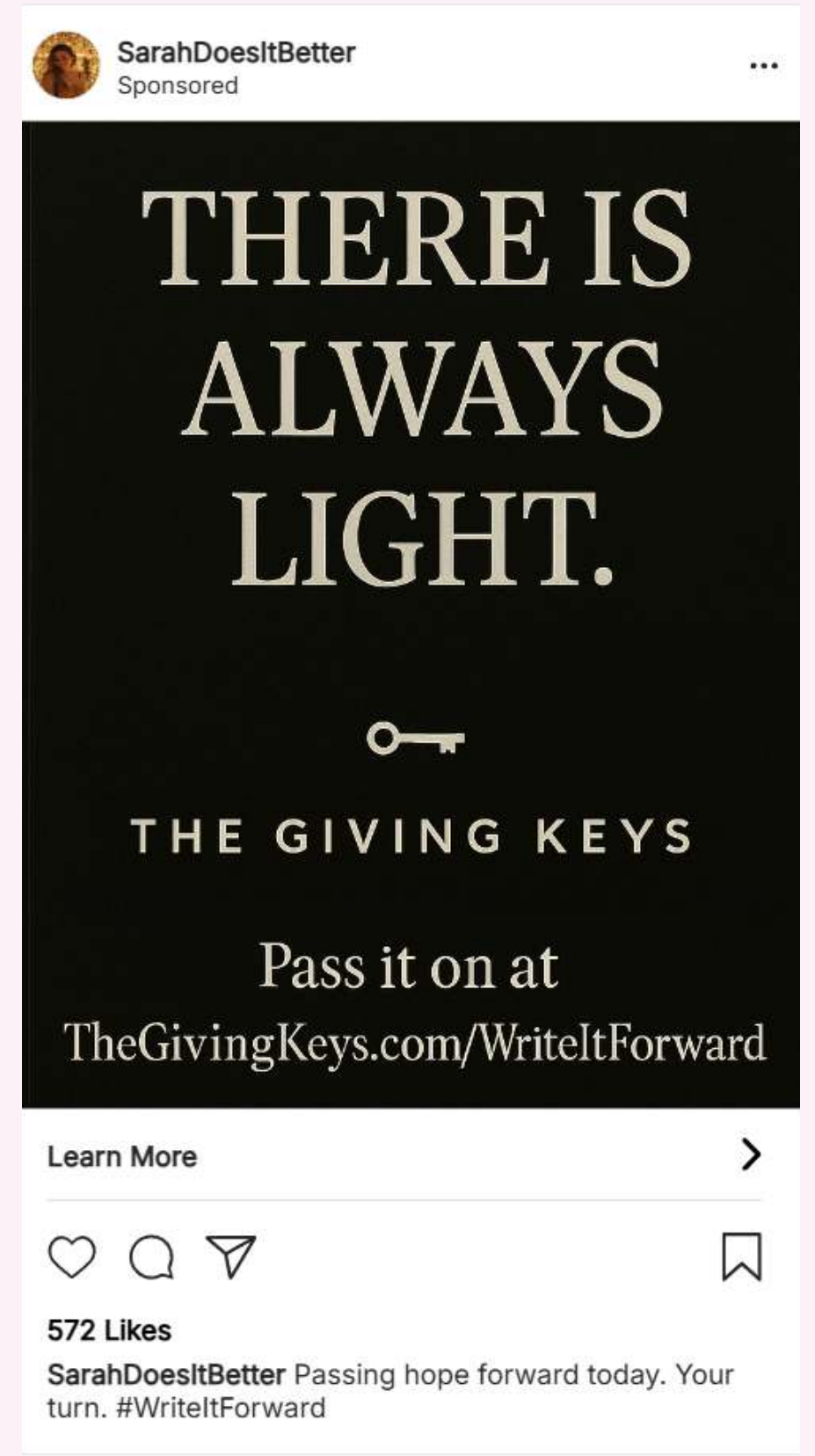
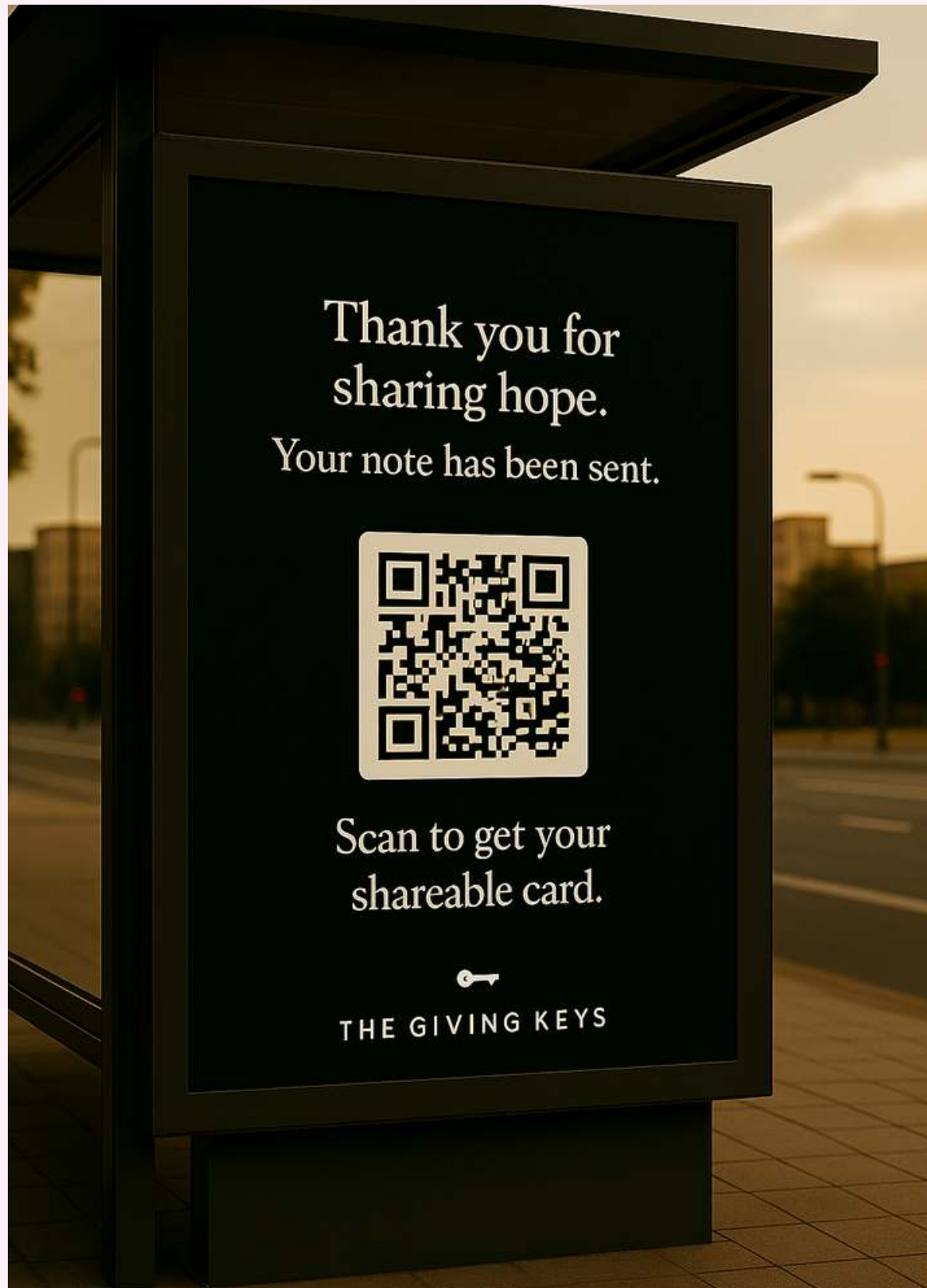
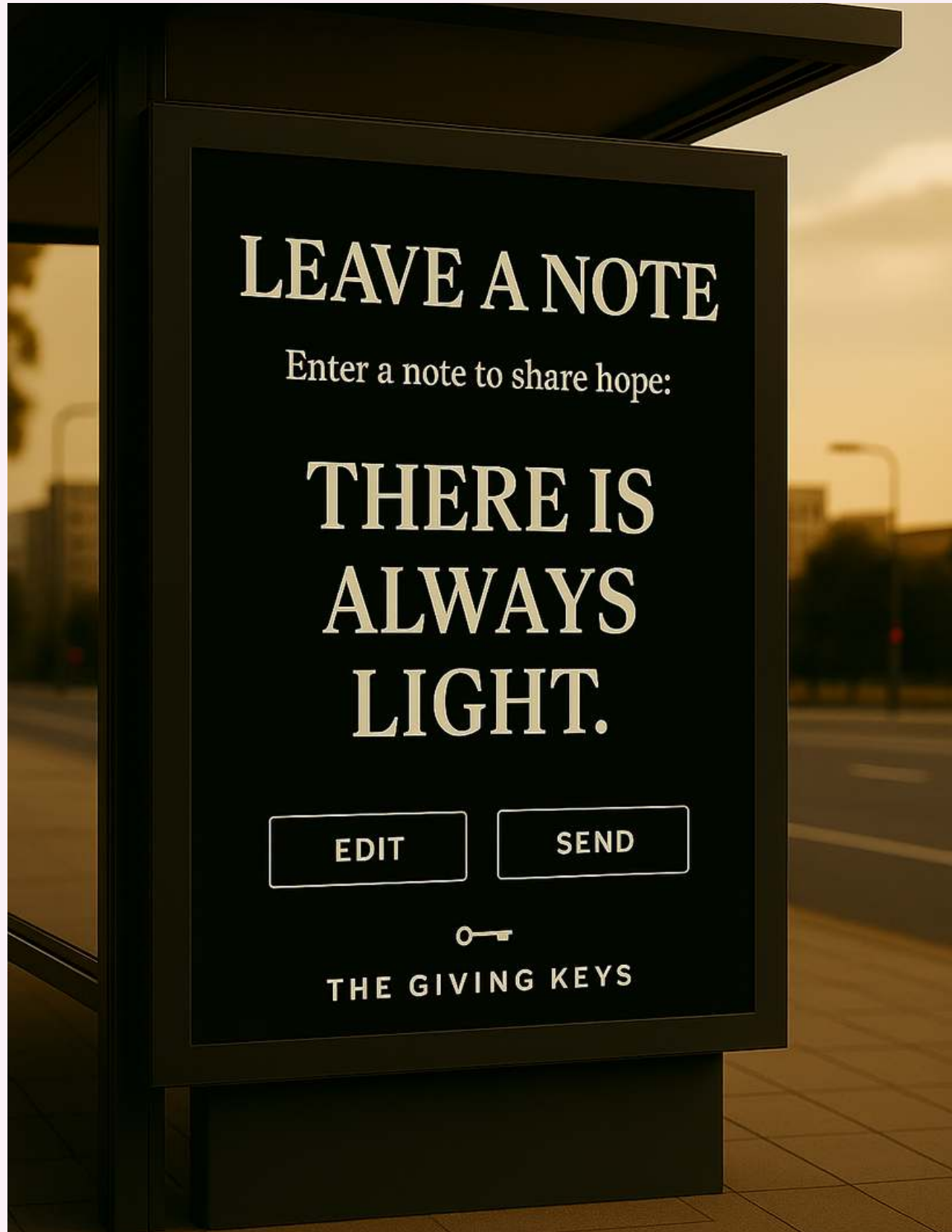
How It Works

- Find a Write It Forward board anywhere in the city—or visit TheGivingKeys.com/WriteltForward.
- Choose “Write a Word” or “Leave a Note.”
- Submit your message.
- Words appear instantly on the Digital Word Wall that is placed throughout the city as well as online
- Notes are printed and hand delivered to local shelters
- Receive a custom share card to post on social media.



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