



HUDSON  
VALLEY  
NONPROFIT  
CONSULTANTS



## CONNECT WITH EXPERTS

Name: Daniella van Gennepe

Expertise: Graphic Design, Website Design

Company Name: D. Van Gennepe Design

Position: Principal

Website: [www.vangennepdesign.com](http://www.vangennepdesign.com)

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Location: Hudson, NY and NYC

### ABOUT ME AND MY WORK

Typical projects, tasks or challenges you partner with nonprofits on?

- I graduated from Pratt Institute with a BFA and have run my own design firm for over 30 years focusing primarily on the nonprofit world.
- Typical projects include branding/logo identity campaigns, fundraising materials, annual reports, websites, newsletters and event materials.

Why would someone choose to work with you?

I am passionate about the nonprofit causes I help bring to light. Some of those include women's empowerment, foster children, equitable housing, the environment and the arts. Typically people like my distinct, non-fussy design style and appreciate the collaborative method of working. I keep to deadlines and budgets and my focus is always on the client's needs. I am a clear communicator and I have a very good understanding of the nonprofit world through decades of experience. I have several very long-term clients; as an example, I am about to embark on my 25<sup>th</sup> annual report for The New York Community Trust, as well as a project for the Apollo Theater for which I have worked since 2004. I have worked with several clients as they migrated across different organizations.

To augment my own capabilities, I have developed a solid network of other professionals, writers, editors, photographers which allows me to meet a wide range of needs.